

S. Amber Taylor

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Professional Skills

- Strategic Communications
- Social Media
- Team Management
- Media Relations
- Website Development
- Video Production

Professional History

For more than 20 years, I have been leading strategic communications planning and execution for a wide range of clients and organizations, focusing on launching and building communications programs for groups working on education, environmental, research, labor and economic issues. My work has included not only traditional and social media expertise, but also partner and internal communications and advocacy and funder support.

As President of Taylored Communications, I counsel and lead the traditional and social media efforts for a number of clients including National Public Lands Day, Raffa, MAPA Group and Project Tomorrow. I have supported the communications efforts of the YWCA USA, New Jersey United for Marijuana Reform, and LinkTV, and served as producer on a number of video projects for the Baltimore Teachers Union, Companies for Causes, Project Tomorrow and Raffa and. My clients tend to stay for years because of successful partnerships that generate positive media coverage, attention on social media and marketing and communications products that meet their needs.

I spent more than six years as a Vice President at Tricom Associates where I served as the social media expert for the firm, providing advice and guidance on incorporating social media into all clients' communication plans and campaigns. In addition to managing client work, I provided strategic guidance and all levels of media services including messaging, press release writing, media pitching, social media outreach, development of written and web-based materials and spokesperson training. Some of my clients there included Cable in the Classroom, BlueGreen Alliance, Alliance for American Manufacturing, American Institutes for Research, Presidential Awards for Mathematics and Science Teachers and Disney Teacher Awards.

I was the director of outreach and media relations for Child Trends, a nonprofit, nonpartisan research center where I managed outreach to the media, Congress, the Administration and state and local policymakers. Working closely with researchers, I helped translate social science research for media, policymakers and the public, and trained researchers to do the same. I also served as an account supervisor at The Rogers Group (now Rogers Rudder Finn) in Los Angeles, providing day-to-day media relations counsel, as well as long-term messaging and media and event planning, for the California Children and Families Commission (First 5 California) and their 58 county commissions.

I thrive when helping mission-driven organizations meet their advocacy, outreach and fundraising goals using a wide variety of communications tools.

Some Career Highlights

- Secured media coverage in national, regional and trade media outlets, including *The New York Times*, *The Washington Post*, *The Philadelphia Inquirer*, CNN, *The Huffington Post* and *Education Week*. Increased one client's annual event coverage by 600 percent in one year, resulting in more than 1,000 news stories.
- Established Child Trends as a national source for the media and policymakers through building alliances and trust among the media, partner organizations, and those in the policy arena. Directed outreach to the media, Congress, the Administration and state and local policymakers and served as a liaison for service providers and research, advocacy and professional organizations. Served as primary communications strategist, wrote all press materials and pitching, leading to national media placement in *The Washington Post*, *USA Today*, the Associated Press, CNN and National Public Radio. Worked with editorial writers and columnists from *The Wall Street Journal* and *The Washington Post*.
- Managed media and stakeholder projects and event planning for the California Children and Families Commission (now First 5 California), then chaired by actor/director Rob Reiner, and 58 county commissions. Led redesign and printing of bilingual *Kit for New Parents* (parent education videos and brochures distributed annually to 500,000 Californians), earned widespread state and national media attention, including a press conference in Los Angeles (18 TV cameras); conducted statewide satellite media tour to all CA markets; produced video news release; and placed exclusive story in *Los Angeles Times*.

- Secured national and local media coverage, including annual live Skype and in-person interviews on [The Weather Channel](#), coverage in *Parade Magazine*, *The Washington Post* and thousands of news outlets around the country for National Public Lands Day.
- Created online and marketing content for startup nonprofit, 1worker1vote.org, building a national network of unionized worker-owned cooperative businesses, including management of social networks and e-newsletter. I am one of nine co-founders, including representatives of United Steelworkers, Mondragon and CUNY Law School.
- Established and trained clients on social media networks (including introducing the International Association of Fire Fighters' national executives to Twitter), live-tweeted events, launched client podcast channels and led video production projects.
- Guided teams of designers and programmers to redesign and rebuild websites focused on audiences, content, user needs and experience and ease of maintenance, including Child Trends, American Institutes for Research, Alliance for American Manufacturing, Raffa, and Eldercare Workforce Alliance.
- Presented communications program as a part of a team to secure a 3-year, \$36 million contract from the state of California.

Job History

Taylor Communications, Inc., Arlington, VA President & Founder	June 2011-Present
One More Page Books, Arlington, VA Events Coordinator, Bookseller	September 2020-Present
Project Tomorrow, Irvine, CA Director of Communications & Collaborations (under retainer)	January 2016-February 2019
1worker1vote.org, Washington, DC Co-founder & Communications Director (pro bono)	January 2014-Present
Tricom Associates, Arlington, VA Vice President	April 2005-June 2011
Forum for Youth Investment, Washington, DC Director of Communications	February 2004-April 2005
Child Trends, Washington, DC Director of Outreach and Media Relations <i>Promoted from Manager for Government and Community Relations</i>	February 2002-January 2004
Rogers & Associates Inc. (now Rogers Finn Partners), Los Angeles, CA Account Supervisor	October 2000-January 2002
Child Trends, Washington, DC Assistant Director of Communications	November 1998-October 2000
Legislative Demographic Services, Arlington, VA Communications Specialist	October 1997-November 1998
Tricom Associates, Arlington, VA Account Executive	January 1995-June 1997

Education

The George Washington University, Washington, DC
M.A., Political Management (Issues Management)

Ohio University, Athens, OH
B.A., Political Science and Certificate, Political Communications