

Personal Bio Page

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JULIE SMITH-TAYLOR, APR

UNIQUE QUALIFICATIONS

- ◆ Nationally Accredited Public Relations Professional Designation (APR)
- ◆ Full Public Relations Capabilities - Comprehensive Plans, Media Relations, Community Relations, Special Events, Project Management
- ◆ Media Relations – Publicity, Press Conferences, Crisis Communications
- ◆ Writing - Collateral, Newsletters, Press Releases, Articles, Ad Copy
- ◆ Sales - Account Acquisition, Advertising Space, Pitching Media Stories
- ◆ Public Speaker/Workshop Presenter

PROFESSIONAL BACKGROUND

1/98 – Present - Principal of Taylor PR, Public Relations/Marketing Consulting

5/96 – 1/98 Public Relations Manager/Account Executive

Quill Communications Inc., Encinitas, California

Initiated & managed comprehensive awareness campaigns for two bio-med clients
Managed comprehensive special events including an annual sales conference and an open house celebration for the agency with 150 client/guests attending
Managed agency tradeshow efforts locally and nationally
Responsible for ongoing media relations efforts on behalf of the agency
Coordinated a film crew on-site for a pharmaceutical sales training video
Involved in account acquisition and branding presentations

10/94 - 3/96 Marketing Communications Manager

Regency Health Services, Inc., Tustin, California

Created an infrastructure for the design and production flow of communications projects which substantially increased departmental production volume
Developed and implemented a company-wide crisis communications plan
Identified and created a communications plan for a rural market facility that immediately generated six patients resulting in an increase in facility profitability
Created a respite advertising campaign that served as a template company-wide
Managed the implementation of a new corporate logo program
Developed a comprehensive trade show exhibiting manual and training program
Managed the production of five service brochures for more than 100 facilities and eight home health agencies company-wide
Created, produced, and distributed a customer satisfaction survey card that resulted in standardizing the tracking of customer service issues
Performed special projects and events on an ongoing basis to support operation

2/94 - 9/94 Public Relations Specialist

Sharp Health Care, (Memorial Campus, Cabrillo Hospital-Pt. Loma, Mary Birch Hospital for Women) San Diego, California

Conducted media relations efforts on a local, regional, & international level
Organized and managed a media event that resulted in a substantial increase in referrals for the Sharp Fertility Center
Created and marketed a service brochure that resulted in 12 new emergency patients over an eight-week period generating \$4,800 in revenue at Sharp Cabrillo Hospital
Researched, analyzed, and coordinated an ongoing community relations plan
Spearheaded four special projects and two events over six months

**1990 - 1994 Marketing Communications Consultant
Smith & Taylor Marketing Communications
Portland, Oregon/San Diego, California**

Identified key client challenges and developed and implemented strategic plans to meet goals and objectives
Provided guidance and creative solutions to ongoing challenges that helped reach client goals and enhance customer service
(Partial List of Clients Served: Mercy Health Care, San Diego; Griswold Real Estate Management, San Diego; Port of Portland/Real Estate Division, Portland; The Gage Group, San Diego; Charles David Footwear, LA)

**1988 - 1990 Account Executive/Newsletter Coordinator/Writer
The Gage Group, San Diego, California**

Managed public relations activities of assigned accounts
Proactively implemented strategies to meet client goals and objectives
Coordinated the production of four ongoing community newsletters
Published nationally in *Bridal Guide Magazine, Costco Connection*