

# Taylor Fray

## SUMMARY

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Marketing student at Florida Atlantic University with a passion for communication, relationship-building, and mission-driven work. Experienced in customer-facing roles across multiple industries, with a demonstrated ability to collaborate across teams, manage competing responsibilities, and show up with consistency and professionalism. A goal-oriented individual eager to contribute to the American Heart Association's corporate relations efforts while growing within a purpose-led organization.

## EDUCATION

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### Florida Atlantic University — Boca Raton, FL *Expected May 2028*

Bachelor of Arts in Marketing

## WORK EXPERIENCE

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### Guest Advocate | Target Corporation *July 2025 – Present*

- Served as a frontline representative across checkout, service desk, and sales floor, building positive relationships with guests through attentive, solutions-oriented service
- Handled guest inquiries, returns, and concerns with professionalism and empathy, consistently maintaining a high standard of communication in a fast-paced environment
- Collaborated with cross-functional team members to coordinate daily operations and ensure a seamless guest experience
- Demonstrated strong multitasking and organizational skills while managing multiple responsibilities and shifting priorities

### Personal Chef | Freelance *2024 – 2026*

- Built and maintained trusted client relationships through consistent, personalized service — communicating regularly to understand needs, preferences, and feedback
- Managed all aspects of client engagements independently, including planning, logistics, and execution, demonstrating self-direction and accountability
- Grew and managed an Instagram page dedicated to promoting original recipes and culinary creations, building an engaged audience through consistent content and authentic storytelling

### Operations Assistant | FAU Recreation & Fitness Center *April 2025 – February 2026*

- Supported daily operations of a university recreation facility, coordinating between staff and students to ensure smooth service delivery
- Assisted with front desk operations, equipment management, and member services in a high-traffic university fitness facility
- Gained experience in administrative support, scheduling, and professional communication within a structured organizational environment

## CAMPUS & COMMUNITY INVOLVEMENT

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### Illustrator, Graphic Designer & Contributing Writer | FAU University Press *2024 – Present*

- Created original illustrations and graphic design assets for the university's independent student newspaper, meeting editorial deadlines and collaborating with the publication team
- Designed visual content for the University Press's Instagram page and website, maintaining a consistent brand identity across digital platforms

- Contributed written articles as a contributing writer, developing strong written communication skills and the ability to translate ideas into compelling, audience-appropriate content

### **Volunteer Team Manager | High School Track & Field Team 2025**

- Supported coaches and athletes with logistics, scheduling, and team coordination, demonstrating initiative and commitment to community involvement

## **SKILLS**

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**Communication & Relationship-Building:** Written and verbal communication, client relations, stakeholder engagement, journalism, content creation

**Organization & Collaboration:** Task management, cross-team collaboration, attention to detail, ability to work independently and in a team

**Technology:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Drive), POS systems, virtual collaboration tools, digital illustration tools

**Other:** Adaptability, customer service across multiple industries, creative problem-solving, graphic design, social media management, visual storytelling