

Taylor Hardy

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SUMMARY

Community and events marketing coordinator with experience across sponsorship activations, outreach campaigns, stakeholder-facing research, and campus-wide programs at NBCUniversal, UC Berkeley, and Ignite Consultants. Skilled in event logistics, partnership coordination, multi-channel marketing, content creation, and turning complex information into audience-ready deliverables.

PROFESSIONAL EXPERIENCE

NBCUniversal, NBC Bay Area San Jose, CA
Community Engagement Intern Jun 2024 - Aug 2024

- Coordinated end-to-end event activations for 2024 Paris Olympics coverage, Clear the Shelters, and local cultural festivals; managed stakeholder communication, creative assets, and production timelines across 10+ partner organizations.
- Produced FCC quarterly compliance reports analyzing 150+ hours of programming data while supporting sponsorship deliverables, meeting logistics, and account-team coordination.

University Health Services, Tang Center Berkeley, CA
Sexual Health Education Program Intern Aug 2023 - Feb 2024

- Planned weekly outreach events and workshops on consent, healthy relationships, and LGBTQ+ topics, reaching 100+ students with 90% positive feedback.
- Built a multi-channel marketing strategy and evidence-based content distribution plan across social media, campus promotions, and print materials, driving 30% engagement growth and reaching 500+ students.

Urban Strategies Council Oakland, CA
Deeply Rooted Fellow Jun 2022 - May 2024

- Organized community forums with 12 Oakland-based organizations and elected officials and managed survey collection at 30+ events to support Oakland General Plan outreach.
- Created trilingual educational materials and distributed 200+ health and hygiene kits to unhoused residents.

Northern Regional Library Facility, UC Berkeley Richmond, CA
Library Assistant II / Student Assistant Mar 2025 - Present

- Validate bibliographic records in Alma/ILS; process 800+ items and conduct inventory audits of 5,000+ materials using CaiaSoft.

LEADERSHIP & ACTIVITIES

The B-Side Berkeley, CA
Operations & Marketing Team Sep 2023 - May 2025

- Analyzed social media metrics to refine content strategy, driving 25% growth in following and event attendance; supported semester launch events across budgets, vendors, and day-of logistics.

Ignite Consultants Wellington, New Zealand
Consultant Mar 2024 - Jun 2024

- Co-developed a 36-page info pack for FERNZ, synthesizing research across education, healthcare, intersectionality, workplace, and disability into a stakeholder-ready advocacy resource.
- Conducted policy analysis, source synthesis, and recommendation development that helped shape findings presented to 7 health authorities and government ministries.

Microfinance at Berkeley Berkeley, CA
Loan Manager & Consulting Associate Aug 2022 - May 2023

- Secured \$10K in microloans for 3 entrepreneurs via Kiva. Consulted for a local Oakland cafe, delivering competitive analysis, an 8-pillar social media strategy, branded Canva templates, a posting calendar, SEO audit, and a CPG product launch roadmap.

EDUCATION

University of California, Berkeley - B.A. Media Studies (Digital Studies Concentration) May 2025
Fiat Lux Scholar | MLT Career Prep Fellow | Study Abroad: Victoria University of Wellington (Feb - Jun 2024)

SKILLS

Event Planning & Logistics | Community Outreach | Sponsorship & Partnership Coordination | Multi-Channel Marketing | Social Media Content Creation & Analytics | Vendor & Stakeholder Management | Budget Tracking | Campaign Execution | Cross-Functional Collaboration
Tools: Kiva, Alma/ILS, CaiaSoft, Canva, Google Workspace, Social Media Analytics Dashboards, Spreadsheet Reporting & Tracking