

# Savannah Taylor

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**SUMMARY:** Junior student at Cal Poly, majoring in Agricultural Communications and minoring in Agribusiness. Seeking a corporate or marketing communications position within the agricultural industry. Solid knowledge and experience in marketing, brand communication, and social media strategy.

## EDUCATION:

**California Polytechnic State University**, San Luis Obispo, CA

Bachelor of Science in **Agricultural Communication**, May 2027

Minor: **Agricultural Business**

GPA: **3.53**

Activities and Societies:

**Treasurer:** Agricultural Communicators of Tomorrow

**Member of:** Delta Gamma, Cal Poly Scholars, Agricultural Education and Communication Student Advisory Committee, Western Bonanza Livestock Show, MANRRS (Latinos in Agriculture)

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## EXPERIENCE:

Grades of Green x Cal Recycle

Dec. 2025- Present

### Social Media Ambassador

- Develops and publishes consumer-focused social media content to connect sustainability practices to real-world behaviors
- Uses engagement analytics to measure reach, interaction, and audience response
- Supports statewide waste reduction efforts through public-facing communications

Foundation for International Education

Sept. 2025- present

### Student Alumni Ambassador

- Represent Cal Poly and FIE programs to students exploring international study and internship opportunities
- Promote programming through presentations, tabling, social media content, and pre-departure support
- Partner with Cal Poly International Center and FIE staff through regular check-ins to align outreach and student support efforts

Agriculture Future of America

Mar. 2024 - present

### Campus Ambassador

- Creates content highlighting AFA scholarships, conferences, and institutes to promote national leadership opportunities in agriculture
- Increased AFA Leaders Conference attendance at Cal Poly from 4 to 13 students in one year through targeted outreach and communication
- Collaborate with AFA staff and fellow ambassadors to align messaging and ensure clear communication of student leadership opportunities

Santa Maria Fairpark, Santa Maria, CA

Mar. 2024-Jul. 2025

### Social Media Intern

- Developed and executed data-driven social media strategies to strengthen online presence for the 37th District Agricultural Association, creating graphics and short-form video content
- Increased Instagram reach from 3,400 to 900,000, and Facebook reach from 126,000 to 660,000 users through targeted social media campaigns, trend-based content, and strategic scheduling
- Analyzed performance metrics using Meta Business Suite to refine content strategy, optimize engagement, and track emerging trends

**SKILLS:**

**Marketing:** Social Media Strategy, Community Engagement, Analytics, and Insights, Audience Engagement

**Professional Strengths:** Event Coordination, Cross-Cultural Communication, Team Collaboration, Corporate Communication, Spanish

**Technology:** Microsoft Office Suite, Google Suite, Meta Business Suite, Hootsuite, Data Visualization

**Creative Toolkit:** Adobe Creative Cloud, Canva, CapCut, Photography, Digital Design, AP Style, Attention to Detail, CapCut