



# TAYLOR ZABINSKY

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[TAYLORZABINSKY.INFO](http://TAYLORZABINSKY.INFO)

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## CAREER OBJECTIVE

Creative communications professional with experience in corporate communications and multimedia design. A designer by education and experience with a strong desire to support and elevate projects that provide a positive, lasting impact.

## SKILLS

### DIGITAL COMMUNICATION

Skilled in social media, well-versed in verbal and visual communication. Experienced in email marketing, social media strategy, and keeping up with social trends.

### MULTIMEDIA

Executes on aspects of video production, including pre and post-production. Knowledge of video production practices, conducting interviews, technical equipment, software, and video composition. Skilled in corporate photography such as action shots in the field, hero images, and professional headshots.

### DESIGN

Experienced in brand marketing, digital design, UX & UI design, web design, and animation. Strong ability to effectively lead collaborative assignments, meet deadlines, and work within project parameters.

### RELATED SKILLS

- Highly motivated and goal-oriented
- Able to balance multiple projects
- Quick study with willingness to learn
- Collaborative and hands-on
- Fast-paced, energetic worker
- Able to adapt to change

### PROGRAMS & CERTIFICATIONS

- Sprinklr & Khoros
- Vimeo & YouTube
- Microsoft Word & Powerpoint
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, & Bridge)
- UX & UI design
- HTML & CSS
- FAA Drone Certified

## EXPERIENCE

### **DOMINION ENERGY**

#### COMMUNICATIONS SPECIALIST

*February 2021 – Present*

- Works collaboratively with the client and/or social media strategist to coordinate and develop creative strategy for campaigns on social
- Provides all multimedia assets needed to aid social campaigns and other avenues of internal and external communication, such as webpages and email marketing
- Project manages and provides creative direction on select campaigns with creative agency partner
- Manages interactions with customers within Khoros during on-call shifts
- Provides strategic recommendations on creative concepts and approaches for social media creative (video, photo, and graphic design)
- In collaboration with creative services, manages brand standards for all forms of social media creative to ensure consistency of look and feel, including style, logos, and fonts

#### ASSOCIATE COMMUNICATIONS SPECIALIST

*July 2019 – February 2021*

- Worked collaboratively with the client and/or project manager to coordinate and develop plans for creative multimedia assets
- Produced creative content that involves storytelling, educating our audiences, and communicating messages efficiently to our customers

#### GRAPHIC DESIGN INTERN

*May 2018 – December 2018*

- Worked with digital communications team to produce creative content such as graphics, photos, and animations to aid social media campaigns

## EDUCATION

### JAMES MADISON UNIVERSITY

B.S. Media Arts & Design, Interactive Design Concentration  
Studio Art Minor