

Taylor Jo Cochran

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EDUCATION

Bachelor of Science in Commerce and Business Administration, May 2024

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing Minor: Real Estate, English GPA: 3.65/4.0

Master of Science in Marketing, May 2024

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Concentration: Marketing Data Analytics

PROJECT EXPERIENCE

Business Plan (Business Communications 300), Spring 2022

The University of Alabama, Tuscaloosa, AL

- Presented and scribed for client meetings to curate a comprehensive Business Plan for the client
- Held leadership role in class of 36 students by directing class discussions and delegating research
- Conducted market analyses, benchmarked competitors, created SWOT analyses, and presented recommendations

EXPERIENCE

Professor Assistant, January 2022 – Present

The University of Alabama, Tuscaloosa, AL

- Manage assignment and exam grading for 600+ students in Marketing 300 and Supply Chain Management 411
- Create performance reviews of students, resulting in 9% higher exam grades than previous semesters
- Hold weekly meetings with professor to discuss efficiency and data-based improvements in lesson plans

Marketing Intern, May 2022 – July 2022

Atlas Digital Partners, Birmingham, AL

- Drafted a WordPress site for a startup and design a project roadmap visual for the site
- Constructed the onboarding process for a SaaS product in talent solutions and recruiting for professional services
- Raised growth capital by pitching the product to investors in a virtual environment

Delivery Driver, August 2021 – January 2022

Chick-fil-A, Tuscaloosa, AL

- Provided delivery services and responded to customers to maintain premier customer service and reputation
- Trained 5 employees after being the first hire for a newly opened delivery segment
- Troubleshoot new devices and responded to coworkers with technical support

LEADERSHIP AND VOLUNTEER SERVICE

Honors College Ambassador, January 2021– Present

The University of Alabama, Tuscaloosa, AL

- Represent UA at 20+ events yearly to answer questions about student life and the Honors College at UA
- Host personal lunches with families to recruit for UA HC and build relationships with incoming students

Alabama LIFT Lab Volunteer, January 2022 – May 2022

The University of Alabama, Tuscaloosa, AL

- Tutored and mentored local business owners in technology and online business strategy
- Volunteered 16 hours to teach curriculum in Microsoft Excel, PowerPoint, Word and social media platforms

CURRENT HONORS AND ACTIVITIES

- Alabama Center for Real Estate, Fall 2022: Career development and networking with Real Estate alumni
- American Marketing Association, Fall 2022: Leadership and professional development events
- National Society of Leadership and Success, Fall 2021: Leadership training modules and networking meetings
- The University of Alabama Honors College, Fall 2020: Maintaining a 3.5/4.0 GPA and required curriculum
- UA Eco-Council, Spring 2022: Research environmental improvements on campus and volunteer work