

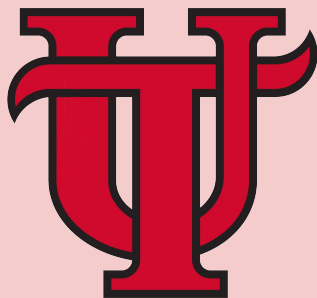


# Taylor Kelly

in



## My Formal Education



The University of Tampa  
B.S. in Entrepreneurship  
December 2013



The University of Miami  
MBA  
May 2022

# Writing Samples

- [8 Luxury Outdoor Decor Trends for Summer 2021](#)
- [Oversized, Comfy Seating is Trending - See Our Top 5 Picks](#)
- [Consider These 10 Home Accents To Achieve Chic Contemporary Style](#)



# Featured Press Placements

THE WALL STREET JOURNAL

The Embarrassment of Having to Explain Your 'Monster' Diamond Ring



CNN

Couples are swapping out natural diamonds in rings for larger, cheaper lab-made ones



GMA

'GMA' Deals & Steals on brands we love, Part 3





# Featured Press Placements



## Every Burning Question About 12 Dates of Christmas Answered - E! Online

E! Online

We broke down every detail about HBO Max's festive reality dating series, including how they cast the leads and where they found that stunning castle.



## Victoria's Secret Model Jasmine Tookes Is Engaged and We Have All the Details on Her \$250,000 Ring

Brides

Supermodel Jasmine Tookes is engaged to boyfriend Juan David Borrero. He proposed with a custom diamond ring from Ritani.



## Ariana Grande's Unique Engagement Ring From Dalton Gomez Is Almost Too Good to Be True

POPSUGAR Fashion

Ariana Grande's gorgeous engagement ring from Dalton Gomez is totally unique and totally her.

# Featured Press Placements



## Model Jasmine Tookes Is Engaged! See Exclusive Images of Her Enormous, 7-Carat Ring

PEOPLE.com

The Victoria's Secret model announced the news by sharing a sweet series of photos on Instagram



## Demi Lovato's Engagement Ring: Shop Similar Diamond Ring Styles

Entertainment Tonight

Shop engagement rings similar to the singer's three-stone emerald cut stunner.



## 21 bathroom tile design ideas, from trendy to timeless

Insider

Mixing and matching tile sizes, opting for a bold color, or giving classic subway tile a twist are all great ways to refresh your bathroom.

# Featured Press Placements



## **Black Friday Jewelry Sales That Are Definitely Worth Your Time**

[refinery29.com](https://refinery29.com)

Whether you're shopping for yourself or a friend, these are the Black Friday jewelry sales you won't want to miss.



## **The Latest Pandemic Trend: Getting Engaged**

[Rolling Stone](https://www.rollingstone.com)

Here's why pandemic proposals are spiking, plus expert tips to ensure that your diamond jewelry purchase goes flawlessly



## **Haute tubs: How to transform your bathroom into a spa sanctuary**

[New York Post](https://www.nytimes.com)

If you're showered in cash, shower in class — or better yet, bathe. But if you live in a NYC apartment, you have to get creative about where you find your sanctuary.

# Featured Press Placements



**Rising tennis star Danielle Collins says college before the pros was key to her business success**

CNBC

Collins reflects on her atypical path to the professional ranks and how she is developing a jewelry business off the tennis court.



**How to Buy an Engagement Ring, According to Diamond Experts**

Entertainment Tonight

Get tips on everything you need to know before buying an engagement ring from fine jewelry experts.



**These 33 Black-and-White Décor Ideas Are Simple Yet Striking**

MyDomaine

Classic, striking, and far from boring, black and white rooms never go out of style. Stick to simple and browse these black and white decor ideas.

# Live Event Management

Hosted an Oscar-worthy Diamonds Showcase for Press & Influencers co-branded with Sixty Hotel in New York City













Miami





# Ritani

## #COCKTAILSANDCARATS

A SPECIAL MIXOLOGY EXPERIENCE

### ON THE TERRACE

*Enjoy a special preview of Ritani's next-generation diamond education and custom ring design experience.*



### COCKTAIL MENU

#### ROUND CUT COCKTAIL

The round cut diamond is a classic, timeless diamond shape. It's also the most popular choice for engagement rings and produces the most sparkle. This drink creates a modern twist on the Old Fashioned by combining Marcel rosé.





# Getting Into NYC Private School

*Alina Adams and Bright Kids*



Take part in an exclusive admissions workshop event  
and Happy Hour on the Upper East Side!

Learn about New York City private schools, Hunter  
College Elementary School, and select public schools.

Don't make any decisions (or fill out any forms) until  
you've heard from Alina Adams, author  
of the Amazon best-seller, *Getting Into NYC  
Kindergarten*.

DATE AND TIME





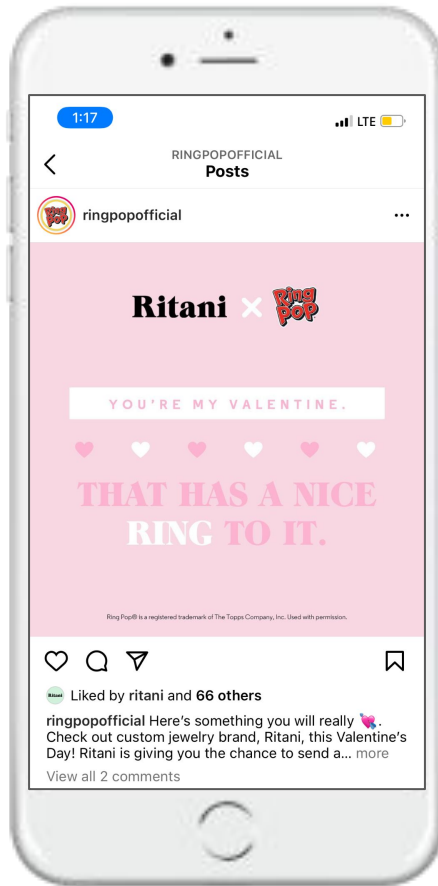


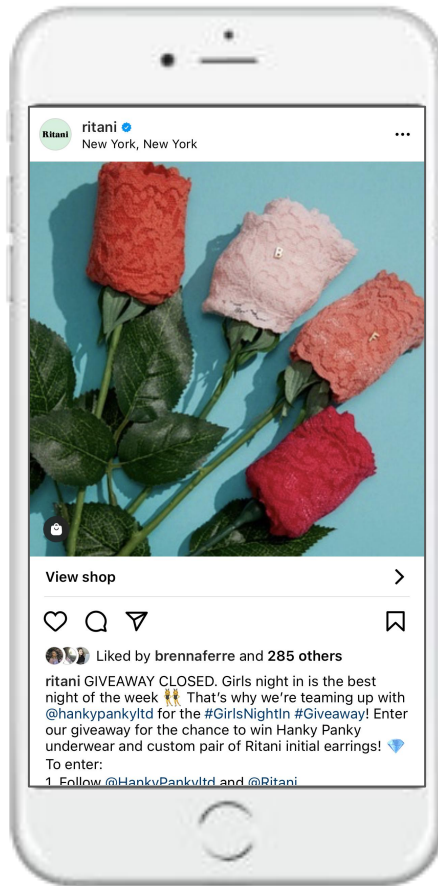
## Brand Partnerships

Creating meaningful partnerships with like-minded brands has always been an exciting part of my roles. Over the years, I have produced campaigns with brands that include Hanky Panky, Ring Pop, Sixty Hotels, Rosé Mansion, and Tennis Pro Danielle Collins.

ROSE  
MANSION x Ritani







**ritani** ✓  
New York, New York



[View shop](#)



Liked by Liked by brennaferre and 285 others

ritani GIVEAWAY CLOSED. Girls night in is the best night of the week 🍷 That's why we're teaming up with @hankypankyitd for the #GirlsNightIn #Giveaway! Enter our giveaway for the chance to win Hanky Panky underwear and custom pair of Ritani initial earrings! 💎  
To enter:  
1. Follow @HankyPankyitd and @Ritani



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EST 1913

[GET A QUOTE](#)





gettyimages®  
Monica Schipper



gettyimages®  
Monica Schipper







# Marketing Research for Luxury Brands

During my time working at a boutique luxury marketing agency, I was able to learn the process of market research. This included everything from data collection to results presentations for executives at brands like Grace Bay Resorts.





...ases, science, social  
geography are presented  
...ulum. Students learn  
...fully understand  
...connected.  
...as featured  
...inary  
...ow  
...program of New York, National,

**OUTSTANDING SCHOOL**

**ROCKVILLE COMMUNITY  
SCHOOL - PS 151**

**Principal: Samantha Kaplan**  
...Pre-K-5  
...East 68th Street  
...communityschool.org

...the year school's core educational  
...phy.  
...commitment to a child-centered, engag-  
...ation ensures that every student is  
...ged to achieve high academic stan-

...and parents each day. Knowing how impor-  
...tant the entire community is to the quality  
...and success of a school, and ours is continu-  
...ally energized by the meaningful connec-  
...tions made between students, parents,  
...teachers, and staff. I am proud to see our  
...students graduate as self-motivated people  
...who exceed all standards set for them and  
...demonstrate that how they live their lives is  
...the essence of what they have learned.



Courtesy Photo

...dards, meet and exceed their own personal  
...goals and realize social success. We achieve  
...this goal by providing our diverse student  
...body with the strategies to take responsibil-  
...ity for their learning by continuously engag-

# Bright Kids



New York's Premier Tutoring and Publications Company

## #AceTheTest

www.bright-kids.com • info@brightkidsnyc.com • (646) 434-10

## Print Advertising Campaigns

While digital campaigns are becoming increasingly important for brands, print advertising can still be effective when used correctly. I have experience targeting select outlets and creating impactful campaigns!



# Celebrity + Influencer Relations

Influencers and celebrity relationships have been a great way for my brands to reach new audiences. I have worked with countless influencers that include names like Victoria's Secret Model, Jasmine Tookes and actress Angelica Ross.



Wishing for tasty  
homecooked meals...

# Pooshmas Wishlist



Wishing for festive  
gatherings with friends...



Wishing for  
glowing skin...



Wishing for  
glitzy nights out...



Wishing for daily  
health practices...

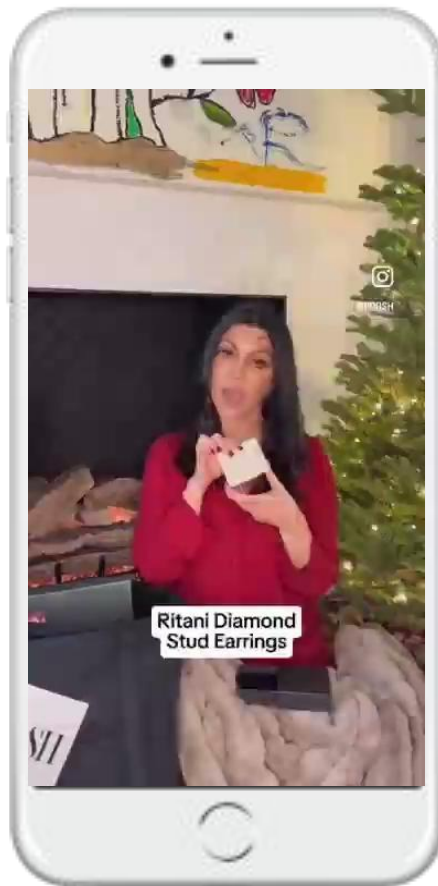


...and cozy nights in.

1.00 CTW Lab Grown  
Three-Prong Diamond Stud Earrings



AS FEATURED ON  
**POOSH**





# Branded Marketing Material

Sometimes you have to start from scratch! I have worked with brands to build new marketing materials, including informational print brochures. These projects typically require project management between different teams, such as copywriters and graphic designers.







## ECAA (ER-B)

### What is the ECAA?

The Early Childhood Admission Assessment (ECAA) is an admissions test developed by the Educational Records Bureau (ERB) by many independent schools and their admissions process. This test is used by students in **Pre-K through 4th grade**.

The ECAA is designed to assess a student's conceptual, perceptual reasoning, and social knowledge.

### How is the test administered?

- ECAA is offered at various locations with an ERB representative.
- The ECAA is offered at various locations.



## NYC Gifted and Talented

### What is the NYC Gifted and Talented?

The NYC Gifted and Talented Exam is an admissions test developed by the NYC Department of Education. Students entering **kindergarten through 3rd grade** are eligible to participate in G&T admissions. Children must pass an assessment to be eligible to apply to G&T programs.

### How is the test administered?

Parents who are interested in having their child take the NYC G&T exam, must complete a **Request for Testing (RFT)** form. RFT forms are available online at [www.nyc.gov/html/doe/html/gt/rft.shtml](http://www.nyc.gov/html/doe/html/gt/rft.shtml) for the public school their child attends.

#### For families with students in Pre-K through 3rd grade

- Testing for Pre-K through 3rd grade students will take place at various school sites.

#### For families with students in 4th through 6th grade

- Testing for 4th through 6th grade students will take place at various school sites.



## Stanford-Binet

### What is the Stanford-Binet?

The *Stanford-Binet Intelligence Scale: Fifth Edition (SB5)* is a standardized test that is designed to measure the level of intellectual and cognitive functioning in examinees aged two through eighty-five. It is also used to aid in the diagnosing of learning disabilities or giftedness. Some schools use the Stanford-Binet as a factor in determining whether an applicant should be admitted into their programs.

### How is the test administered?

- Because of its high security-clearance designation, only licensed, approved individuals may purchase and administer the SB5.
- The *Stanford-Binet* is generally administered in a school or testing setting.

It is important for parents to understand the importance of the Stanford-Binet test in the admissions process.

# Sweepstakes Management

Working with partners and launching strong sweepstakes with great prizing has been a great way for my brands to build their email lists. I have successfully ran over 7 sweepstakes with brands like The Zoe Report in order to grow email lists over 100,000 subscribers.

## Stats

AVG ENTRIES ⓘ TOTAL SWEEPS

1,447

13

## Audience

EMAIL REACH ⓘ TOTAL REACH ⓘ SOCIAL REACH ⓘ

110K

2.4M

2.3M





## Product Placement

I have successfully negotiated product placements in mainstream tv series for brands, including:

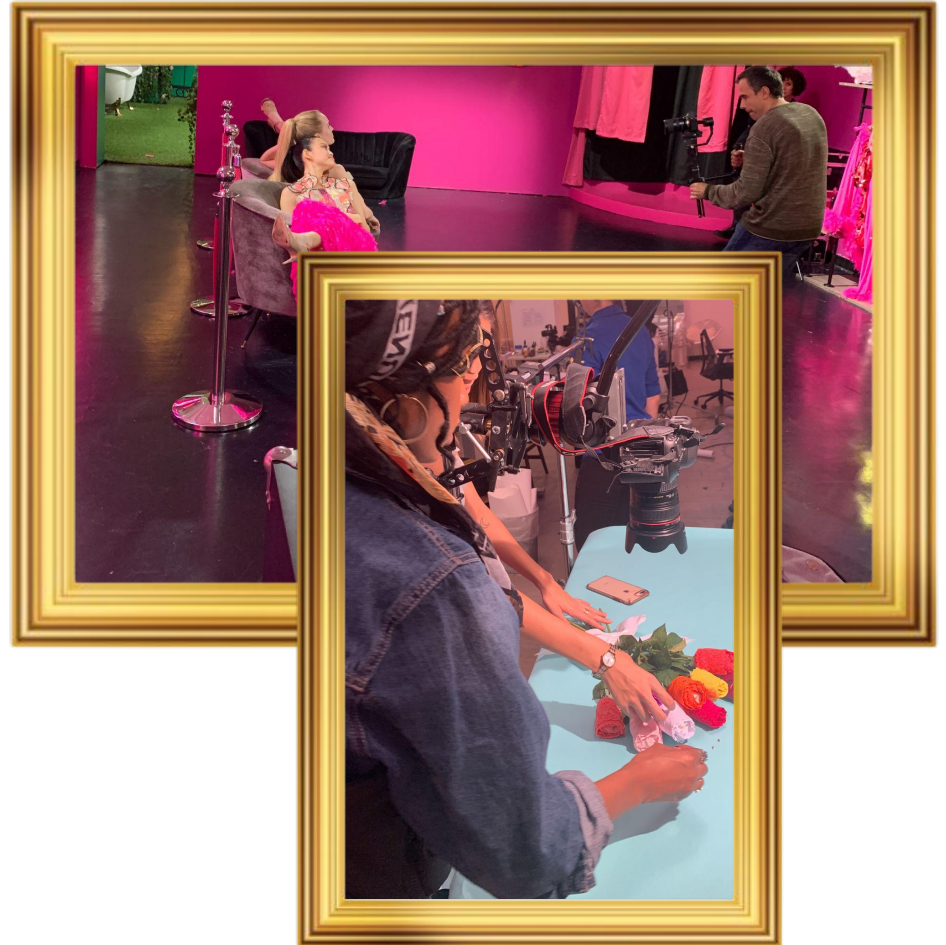
- 12 Dates of Christmas: Season 1, HBO Max
- American Horror Story: 1984, FX





# Content Creation

All great projects are driven with powerful content. I have extensive experience managing projects from start to finish, including the development of corresponding content and relationships with talented photographers and videographers.






**PAUL  
MOLE**  
BARBER SHOP



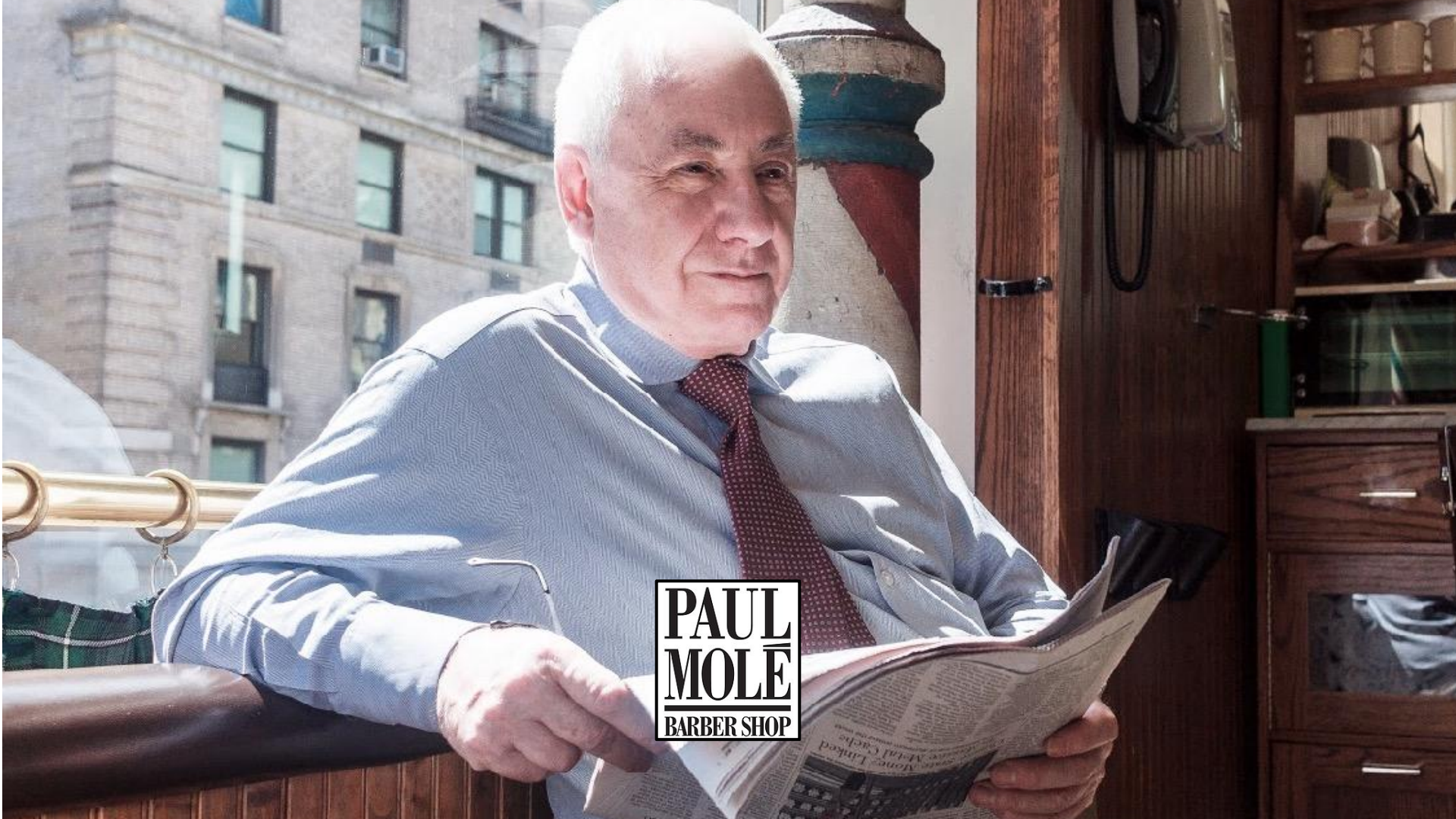


**PAUL  
MOLE**  
BARBER SHOP



**PAUL  
MOLE**  
BARBER SHOP





**PAUL  
MOLE**  
BARBER SHOP



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