

Taylor Garcia

Westlake, FL

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PROFESSIONAL SUMMARY

Results-driven professional with a degree in Urban and Regional Planning and over 8 years of experience in marketing, project management, and community program coordination. Skilled in developing outreach strategies, managing budgets, writing grants, and fostering partnerships that support sustainable community growth. Passionate about enhancing quality of life through effective planning, resident engagement, and program administration.

EXPERIENCE

Empire Consultants, West Palm Beach, FL *Marketing Director/ Project Manager*

2020-PRESENT

- Lead marketing, outreach, and community engagement strategies to enhance visibility and participation in public-facing programs.
- Oversee all stages of project development, including Statements of Work (SOWs), contracts, and financial reviews to ensure projects meet goals and budget requirements.
- Manage cross-functional teams to deliver creative campaigns and community initiatives on schedule.
- Manage client accounts, maintaining strong relationships and serving as the primary point of contact for communication, updates, and strategy alignment.
- Proactively address and resolve client concerns or conflicts, ensuring positive long-term partnerships and successful project outcomes.
- Review and research grant proposals funding opportunities to support educational and nonprofit partnerships.
- Develop and implement communication strategies that align with city, client, and stakeholder goals.

Empire Consultants, West Palm Beach, FL *Urban Planning Consultant (contracted)*

2020-PRESENT

- Provide expert consultation on community planning, zoning, and sustainable development initiatives.
- Collaborate with city officials, developers, and community

SKILLS

Program & Project Management

- Strategic Planning & Organization
- Leadership & Team Collaboration
- Contract & SOW Development
- Budget Oversight & Financial Review

Marketing & Communication

- Community Outreach & Public Engagement
- Social Media & Digital Marketing (Canva, Photoshop)
- Content Creation & Copywriting
- Event Planning & Coordination
- Client Relationship Management & Conflict Resolution

Research & Grant Development

- Grant Writing & Funding Research
- Policy & Community Research
- Data Analysis (ArcGIS, AutoCAD)

Technology & Tools

HoneyBook | Airtable | Google Workspace | Microsoft 365 | MSP Tools | Apple Certified | ConnectWise | ClickUp | Familiar with State Scholarship Systems

stakeholders to design actionable, inclusive urban strategies.

- Conduct data-driven research and policy analysis to inform recommendations for growth, infrastructure, and housing initiatives.
- Support community projects aimed at improving livability and access to resources within the region.

Sunny Side Academy, West Palm Beach, FL *Communications Manager (Part-Time)*

JULY 2023 - PRESENT

- Create community communications, including inquiries, admissions intake, and parent engagement.
- Oversee social media and marketing campaigns to increase visibility and attract new families.
- Design and implement organized processes for admissions, communication flow, and operational efficiency.
- Create and maintain digital and print materials to support enrollment and community outreach.
- Collaborate with leadership to ensure consistent branding, messaging, and service quality across all touchpoints.

Sacred Heart School, Lake Worth, FL *Admissions Director/ Social Media Coordinator*

AUGUST 2018 - MARCH 2022

- Directed school admissions processes, increasing enrollment through targeted outreach and family relationship-building. Designed and executed **marketing campaigns** highlighting school programs and community impact, resulting in a measurable rise in engagement.
- Oversaw communications, events, and social media platforms to strengthen visibility and trust with prospective families.
- Assisted in **grant research and coordination** for educational program funding and community partnerships.

Private Family, Delray Beach, FL *Family Assistant*

AUGUST 2016 - AUGUST 2018

- Supported nonprofit marketing efforts through community outreach, donor coordination, and relationship development.
- Assisted in daily operations, scheduling, and coordination for household and child activities.

Chris's Taverna, Boynton Beach, FL

Server

APRIL 2014 - AUGUST 2016

- Delivered high-quality customer service while managing multiple tasks in a fast-paced environment.
- Consistently exceeded sales and performance goals through excellent communication and teamwork.

Chick-fil-A, Lake Worth, FL

Cashier/Marketing Assistant

AUGUST 2012 - APRIL 2014

- Delivered quality customer service in both indoor and drive-thru environments.
- Assisted the Marketing Director with community outreach, vendor coordination, event planning, and local partnerships.
- Scheduled and supported marketing events that strengthened brand awareness and community relationships.

EDUCATION

Florida Atlantic University, Boca Raton, FL

Bachelor's Degree in Urban Regional Planning

2018 – 2020

Palm Beach State College, Lake Worth, FL

Associate of Arts Degree

2015–2017

Cardinal Newman High School, West Palm Beach, FL

High School Diploma

2010-2014

Licenses and Certifications

Degree of Project Manager

ConnectWise

2023

Degree of Marketing Manager

ConnectWise

2023

Fundamentals of Digital Marketing

Google

2023

Social Media Mastery

Canva

2023

References Available Upon Request