

# TAYLOR TUCKER

## CONTACT

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## LOCATION

Nashville, TN  
Atlanta, GA  
Open to relocation

## EDUCATION

University of Georgia  
*Honors College Magna Cum Laude*  
BBA Marketing, Music Business

## AWARDS

Endeavor Impact Fellowship,  
2020 Excellence in Music  
Business Award, Terry College of  
Business Student of the Year  
Nominee, IEBA Scholarship  
Recipient, Music Biz Scholarship  
Recipient

## SKILLS

Talent Relations ●●●●●●●●●●  
Strategy ●●●●●●●●●●  
Deck Design ●●●●●●●●●●  
Research & Data ●●●●●●●●●●  
Event Management ●●●●●●●●●●  
MS Office ●●●●●●●●●●

## HOBBIES

Dance  
Fashion Styling  
Fashion Sketching  
Amateur Rug Tufting  
Foodie

## WORK EXPERIENCE

### Endeavor (May 2022 — Current)

#### Honeyland Project Lead

- Led end-to-end event logistics for Honeyland's inaugural year, overseeing programming strategy, talent relations, branding, venue coordination, government relations, operations, production, impact and more resulting in over 20,000 attendees
- Directed ideation, execution, and brief creation for 5 culturally relevant sponsor activations and premium experiences with brands: Pepsi, Martell, Uncle Nearest, and X World Wallet
- Leveraged cultural insights to curate and produce over 30 unique programming segments across 4 stages, showcasing A-list talent like Earn Your Leisure, Bun B, and Mary J Blige, resulting in a substantial boost in social media engagement and attendee satisfaction
- Collaborated with celebrity curators to actualize their vision, overseeing culinary talent, budgets, scripting, environmental design, and production
- Concepted and executed Honey Crew, an experiential high school-to-career culinary and media pipeline program in collaboration with the Houston Independent School District

#### Architecture Business Development Project Coordinator

- Report directly to the VP of Architecture, supporting daily project management tasks, optimizing cross-company synergies, and delivering strategic insights to Endeavor's President
- Proficient in cross-functional collaboration across Endeavor's businesses and external partners (e.g., IMG Events, WME, 160over90, Obsidianworks, On Location Events, Live Nation Urban, etc.) specializing in talent, event, and brand optimization, contributing to successful pitches and integrations company-wide
- Possess a strong background with experience in software and tools relevant to the field (Microsoft Office, Google Workspace, Canva, Adobe Suite, CapCut etc.)
- Deep knowledge of various music genres and trends within the industry

### William Morris Endeavor (Sept 2021 — May 2022)

#### Contemporary Music/ Tour Marketing Assistant

- Assisted in confirming, negotiating, and routing over \$2 Million in concert revenue (Colleges, Social Action, Virtual Appearance and RA Clients)
- Liaised and strategized between the agency, client teams, and local markets to ensure tour marketing funds appropriately utilized and allocated
- Managed scheduling on behalf of agents and clients in a fast-paced environment
- Communicated effectively with executives, buyers, managers, partners, and clients

### Amazon (July 2020 — March 2021)

#### Account Manager (Strategic Account Services)

- Managed \$10M+ Tier 1 businesses on the Amazon platform
- Provided vendors with proactive, data-driven marketing, operational, promotional, and supply chain strategies that increased customer experience and top line growth
- Collaborated and communicated across 4-5 internal and external stakeholders daily
- Maintained vendor relationships through weekly business reviews and trainings

### Universal Music Group (May 2018 — May 2020)

#### 1824 Marketing

- Maximized visibility for artists' content, releases, and tour dates to the 18-24 demographic across all UMG Labels (with a focus on Urban and Country artists)
- Led a team of 10 employees nationally for Def Jam marketing campaign, presented to executives
- Collected social media and primary research data from concerts to leverage artists' brand in market
- Ideated and executed an average of 3 marketing campaigns per week including events on campus and at local retail accounts to drive consumption and tour ticket sales
- Established, maintained, and leveraged relationships with community partners, influencers, and press to secure outlets for artist marketing ideas, events, and programs

## LEADERSHIP AND DEVELOPMENT

**She Is The Music**, Nashville Executive Board Member (2022 — Current)

**Brown Girls Dream by Cari Champion**, Mentee (2020 — Current)

**Endeavor Impact Fellow**, Fellow (2021 — Current)

**Management Leadership for Tomorrow (MLT)**, Career Prep Fellow & Recruiting Captain (May 2018 — March 2020)