

# Taylor A. Legall

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## EDUCATION

### **The Ohio State University, Max M. Fisher College of Business**

**Columbus, OH**

*Bachelor of Science in Business Administration*

*May 2024*

- Specialization: Economics; Minors: Spanish, Theatre
- GPA: 3.97
- Recipient of Morrill Scholarship: diversity-based merit scholarship for the academically talented
- Language Skills:
  - Spanish – Advanced (7 years of academic study and education abroad)*
  - French – Beginner (1 year of independent study)*
  - Portuguese – Beginner (6 months of independent study)*
  - Japanese – Beginner (3 months of independent study)*

### **Education Abroad, Studies in Spanish**

**Barcelona, Spain**

*Summer 2022*

## WORK EXPERIENCE

### **Student Marketeer**

**Red Bull North America**

*Part-time*

*August 2023 – May 2024*

- Examined market trends to plan and execute 50+ events for promotion of product to 5000+ entry point consumers
- Utilized company scheduling software to create and maintain appropriate schedules for myself and my team members to hit goals
- Represented Red Bull Brand in a premium way while participating in local, national, and global initiatives

### **Commercial Wood Door Simplification Project**

**Remote through Masonite International Corporation**

*Intern*

*Summer 2023*

- Collected and analyzed B2B historical sale data and market research to make product line recommendations
- Leveraged network with OSU faculty to understand architectural norms to streamline communication
- Created a project that aligned with simplified operational procedure to be used with clients and internally

### **Raymond James Marketing Mentorship Program**

**Remote through Raymond James**

*Admitted member*

*Summer 2023*

- Built a network of with professionals in various sectors of the marketing field

### **Phoenix Theaters**

**Columbus, Ohio**

*Crew member + Bartender*

*Summer 2023*

### **Commercial Wood Door Market Research**

**Remote through Masonite International Corporation**

*Intern*

*Summer 2022*

- Conducted and analyzed market research on topics such as market growth expectations, inflationary impact on planning horizon, and trends of multi-use buildings
- Provided data that was utilized in 2023 Long Range Plan (LRP)

## **FILM AND MEDIA EXPERIENCE**

### **Content Creation**

*November 2020 – present*

- Researching and applying specific content strategies for Instagram and TikTok
- Identifying trends that align with the brand and overall strategy
- Exploring different visual styles while also curating my personal own style and voice
- Shooting high-quality footage using a APS-C Mirrorless photo and video camera (Sony ZV-E10 ii)

### **Director, Assistant Director**

*July 2023 – present*

- Organized and articulated a creative vision to a team
- Managed schedule on-set and made real-time decisions on shooting order and time allotment
- Managed continuity of talent, dialogue, props, and set during production

### **Producer, Production Manager**

*Spring 2024 – present*

- Developed budget and fundraising plans for various projects
- Managed financial decisions and organize funds throughout run of production
- Organized schedules for talent and crew

## **SKILLS**

### **Video Editing**

*Davinci Resolve, Final Cut Pro, Adobe Premier Pro*

- Proficient in editing on DaVinci, Final Cut Pro, and Adobe Premier programs
- Generating vertical and horizontal videos for Instagram and TikTok
- Creating a product that displays the assets of a product, talent, or a place

## **ACTIVITIES & INVOLVEMENT**

### **Honors Cohort Program**

**Columbus, Ohio**

*Admitted member*

*April 2022 – May 2024*

- 1 of 35 students selected to participate in Fisher's flagship two-year academic MBA-like program focused on leadership, service, interpersonal skills and critical thinking through experiential learning
- Led a year-long service project by advising and raising \$1,375 for the Day By Day Project

### **Independent Film Studies**

**Columbus, Ohio**

*Actor, Writer*

*November 2021 – present*

- Selected as acting lead in 7 short student films
- Developing and writing three work-in-process screenplays
- Crafts new stories in writing and conveys messages and themes to an audience

### **Arabian/Half-Arabian Horse Association**

**Fenton, Michigan**

*Competitor and Multiple-Time National Top 10 Winner*

*Fall 2010 – August 2021*

- Numerous Regional Championship wins in 3 different regions
- Runner-up All-American Distinction and 4<sup>th</sup> Place All-American Distinction
- Traveled 3 hours round-trip from home to facilities to train

### **National Honors Society**

**Sylvania, Ohio**

*Chapter President*

*August 2019 – April 2020*

- Organized and executed fundraising for Sylvania Area Family Services
- Led chapter class of over 100 and headed an executive board of 5