



# TAYLOR STRNAD, MSJ, MSA

*Dedicated and driven social media strategist and content creator.  
Has a passion for sports, content creation and social media.*

strnadtaylor@gmail.com | 216-385-1420

Portfolio: <https://strnadtaylor.wixsite.com/home>

Gondola: <https://gondola.cc/TaylorStrnad>

## EDUCATION

**Master of Sport Administration,**  
Ohio University  
2024

**Masters of Science, Journalism**  
Ohio University  
2021-2023

- Women's Track and Field
- 2023 Outstanding Graduate
- Student in the Scripps College of Communication

**Bachelors of Science,  
Communication & Psychology**  
University of Indianapolis  
2021

- Richard Lugar Distinguished Academic Award
- Dean's List (x8)
- Women's Track and Field

## AWARDS

**Gold Key Award (2021)** -  
Public Relations Student Society  
of America

**Senior Scholar Award**  
(2021) - University of  
Indianapolis Department of  
Communication

**Best of Show Student Project,**  
Indiana (2020) - PRSA Pinnacle  
Awards

**3rd Place Entertainment  
Story (2021)** - Indiana  
Collegiate Press Association

**Academic Honors (2017 - 2022)**  
- Great Lakes Valley Conference,  
Mid-American Conference

## WORK EXPERIENCE

### **Social Media Associate, Washington Nationals**

March 2025 - Present

- Ideate strategic content ideas and copy for the Washington Nationals social media channels
- Shoot, edit and produce short-form content for TikTok, Instagram and YouTube shorts; increasing followers on TikTok by 16,000+ in 3 months.
- Lead day to day calendar and content creation for the Nationals Player Development account.

### **Social Media Intern, Denver Broncos Football Club**

July 2024 - February 2025

- Create, edit, and write copy for emerging platforms on the Denver Broncos Instagram and TikTok.
- Create and design engaging Instagram story content on game days including live updates and in-game graphics.
- Establish content strategy/calendar for Denver Broncos Legacy Accounts, increasing impressions, followers, and overall engagement on Instagram and Twitter (X).

### **Graduate Assistant, Ohio University Athletics**

January 2022 - June 2024

- Manage, create and write copy for all 16 Intercollegiate Teams teams' social media accounts.
- Manage and mentor a group of six undergraduate students that help with content creation including game day graphics, game social and ideas for future content for Ohio Athletics' accounts.
- Establish content strategy plan/calendar for Football; helped create the vision for the 2022-23 season, increasing the follower count to 18,000 from 10,400 within 12 months.
- Is the personality behind Ohio Athletics TikTok. This includes filming, editing and posting TikToks. Led the account to over 3 million views on videos and 21,000+ followers within 15 months.