**Taylor Durbin**

**(701)213-1310 |** [**taylordurbin113@gmail.com**](mailto:taylordurbin113@gmail.com) **|** [**https://taylordurbin.com**](https://taylordurbin.com) **|** [**https://www.linkedin.com/in/taylordurbin/**](https://www.linkedin.com/in/taylordurbin/)

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# Professional Experience

**NUtech Ventures** *August 2023 – Present*

*Entrepreneurship Intern Lincoln, NE*

* Facilitate the commercialization of university researchers’ intellectual property by conducting market research, creating business plans and strategies, and connecting entrepreneurs with funding, legal, and business resources
* Sole author of the 2024 NUtech Ventures Startup Guide
* Co-facilitator of the local Nebraska I-Corps Customer Discovery program for 12 university and community startups

**Thrivent** *June – August 2023*

*Thrivent Action Teams: Product Marketing Intern Remote*

* Research and analyze market information and trends to inform future marketing positioning and strategies
* Design and implement analytics-focused, innovative marketing campaigns to retain and attract members to the Action Teams program to increase volunteerism, improve community relations, and long-term program success
* Coordinated 1 Million Action Teams Celebration campaign by planning social media strategy and organizing the creation, receipt, and delivery of celebratory T-shirts to over 3,000 Thrivent employees and financial advisors

**Assurity Life Insurance** *May 2021 – August 2022*

*Sales Intern Lincoln, NE*

* Create and facilitate the implementation of new sales strategies in 15 states to increase producers’ sales
* Conduct market research for Assurity Ventures and participate in vetting and partnership negotiations for insure-techs

# Extracurriculars

**American Marketing Association** *May 2023 - Present*

*Chapter President*

* Use strengths-based management to direct a team of 8 executive officers to execute AMA’s mission of providing its members with professional development opportunities, networking, and real-world marketing experiences
* Facilitate chapter growth by over 600% via exceptional programming, continuous recruitment, and strategic marketing

**Kappa Delta** *February 2022 – January 2023*

*Director of Marketing and Social Media*

* Create a marketing strategy to support member retention and maintain internal and external chapter relations
* Execute and design social media content to increase social media presence and represent the chapter in a unique and equitable manner resulting in a 30% growth in followers across social media channels
* Direct 10 people on Social Media and Videography teams to execute marketing strategies and adhere to the budget

**Winner of UNL's 3-2-1 Quick Pitch Competition** *October 2021*

* Pitch Mental Health app for college students to help manage their mental health needs and won first-place and $500

**UNL Honors Program** *2020 - Present*

* Interdisciplinary program, including seminars and hands-on learning executed via advanced coursework and thesis

**Grand Forks Shark Tank Winner** *March 2019*

* Designed and pitched an app and business for women's safety and social connections called Femza
* Competed against 15 start-ups at a local Shark Tank and won a $5,000 Research and Development Grant for First Place
* Received coaching and mentorship from the University of North Dakota’s Center for Innovation Director and team

# Education

**University of Nebraska-Lincoln** *August 2020 - May 2024*

Bachelor of Science in Business Administration Cumulative GPA: 3.7

Majors: Marketing & Management | Emphasis: Entrepreneurship & International Business

# Additional Information

**Additional Awards:** Winner of Thrivent’s 2023 Summer Hackathon, 2019 Grand Forks and Regional Shark Tanks, 2019 Greener Grand Forks Pitch Competition and Grant, member of UNL Business Honors Academy and Clifton Builder’s Program

**Skills:** Google Analytics 4 Certification, Digital Marketing Certification, Proficient in HubSpot, Wix, project management, adaptability, creative problem solving, strategic thinking, analytical decision-making, communication, and pitching

**Interests:** Venture Capital, SaaS, Clean/Greentech, MedTech, FinTech, InsureTech, Diversity Equity and Inclusion, consulting, environmental and ethical causes, incubators, accelerators, international business, travel, and marketing