

# TAYLOR BELLE MATHENY

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## EXPERIENCES

### **Director of Communications and Digital Content, American Hereford Association**

June 2021 – Present

- Led the planning and execution of the 2025 World Hereford Conference, overseeing communications, event logistics, programming, sponsorships and the attendee experience for 850 guests representing 20 countries.
- Develop and implement the Association's strategic communication plan, including print and digital media, member and industry outreach, and breed marketing campaigns.
- Directed the execution of a comprehensive visual rebrand for the AHA, including the development of a new website, logo, brand guide and suite of marketing materials to support both Association members and commercial producers.
- Defined a clear target audience for breed marketing and coordinated the creation of versatile photo and video content from across the country for use in national advertising campaigns, digital media, print publications, industry news and member communication.
- Utilize eMarketing platforms to deliver timely information, including a new member drip campaign, weekly sales updates, Association announcements and commercial-focused content that positions the AHA as a trusted information source in the beef industry.
- Plan and manage the AHA Educational Forum and Annual Meeting, including communication strategy, event coordination and on-site execution.
- Oversee social media strategy, targeted advertising and content development across all platforms to increase breed awareness and engagement within the commercial industry.
- Lead the communications staff in executing the Association's communication and marketing goals, ensuring timely delivery, brand consistency and a unified breed message.
- Established and implemented a communications internship program for college students interested in industry communications.

### **Coordinator of Recruitment, Kansas State University College of Agriculture**

December 2020 – June 2021

- Planned and executed the spring undergraduate commencement ceremony and coordinated individualized campus visits for prospective students to connect with the College of Agriculture and academic departments.
- Supported the college's marketing and communication efforts by developing strategies and outreach initiatives to engage high school students and strengthen recruitment.

### **Graduate Assistant, Texas Tech University**

August 2019 – December 2020

- Conducted research in agricultural communications with a focus on beef industry messaging, contributing to a deeper understanding of communication effectiveness and audience perceptions.
- Served as a teaching assistant for a web design course in agricultural sciences, supporting instruction, assisting students with project development and evaluating coursework.
- Coordinated graduate student recruitment visits by arranging faculty meetings, providing campus tours and supporting departmental outreach efforts, while also managing and creating content for the department's social media channels.

### **Social Media Coordinator, Hereford Youth Foundation of America**

June 2018 – January 2021

- Developed social media content that highlighted the core mission of HYFA, emphasizing scholarship, leadership and educational opportunities for Hereford youth.
- Attended Hereford-related events to capture photography for use across social media and marketing materials, supporting the foundation's outreach and engagement efforts.

### **Communications Intern, International Grains Program Institute**

January 2017 – May 2019

- Produced writing, photography and visual content for the IGP Year in Review, newsletters, press releases and stakeholder communications.
- Created graphics and video elements for social media, print materials and a redesigned monthly newsletter.
- Led a website redesign to provide a more user-friendly experience for prospective course participants.

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## **Editor, Kansas State Agriculturist**

August 2018 – December 2018

- Designed the Spring 2019 Agriculturist magazine, distributed across campus to current students and mailed to departmental alumni.
- Mentored students throughout writing, photography and design assignments, providing guidance and feedback on project development.

## **Social Media Intern, Ranch House Designs, Inc.**

May 2018 – August 2018

- Developed strategic social media content calendars for livestock industry clients to support brand promotion and audience engagement.
- Designed and executed the Purebred Livestock Marketing Survey, creating a targeted campaign that generated more than 1,000 responses.
- Planned and implemented a membership recruitment campaign for the Texas Association of Fairs and Events, supporting organizational growth and

## **EDUCATION**

### **Master of Science in Agricultural Communications, Texas Tech University**

December 2020

### **Bachelor of Science in Agricultural Communications and Animal Sciences, Kansas State University**

Cum Laude | May 2019

## **INVOLVEMENT**

### **National Junior Hereford Association, Board of Directors**

Chairman, July 2019 – July 2020

Communications Chair, July 2018 – July 2019

Director, July 2017 – July 2018

- Led a 12-member board to execute fundraising, planning, and implementing the Junior National Hereford Expo and Faces of Leadership annually.
- Redesigned The Advantage newsletter a junior membership publication mailed biannually to promote various opportunities for members of the NJHA.
- Assisted with planning leadership events, sponsorship sales and various educational contests.

### **National Hereford Queen, American Hereford Association**

October 2015 – October 2016

- Served as an advocate for the American Hereford Association at industry events and represented the National Junior Hereford Association at national shows.
- Organized a Queen's Tea for 200 girls ages 3-21 to meet other girls in the NJHA and prepare them to be a state or national queen.
- Raised \$17,000 during the National Hereford Queen service project, Kiss the Cow for Nathan, to help a fellow junior battling cancer.

## **HONORS**

World Hereford Conference Travel Award Winner (March 2020)

Outstanding Senior in Agricultural Communications and Journalism, Kansas State University (May 2019)

Agricultural Communications and Journalism Faculty Search Committee Member, Kansas State University (2018)

Vanier Family Scholar, Hereford Youth Foundation of America (2018, 2019)

Semester Honors, Kansas State University (2016, 2017, 2018, 2019)

Livestock Publications Council Forrest Bassford Student Award Travel Winner (2017)

*References Available Upon Request*