

# Taylor Ball

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## EDUCATION:

### The Smittcamp Family Honors College at California State University, Fresno (3.9 GPA)

August 2014 to May 2018

Bachelor of Science in Agricultural Business

## WORK EXPERIENCE:

### Dayka & Hackett LLC

July 2016-August 2016

Imports Intern

- Worked in Imports Office, directly contacting various growers, both domestically in California, and abroad in countries such as Chile, Peru, and Mexico
- Used FAMOUS software on daily basis for grower reports
- Set up FAMOUS Custom Sales Jacket Routine Module for Dayka & Hackett LLC, including signature pads for Bill of Ladings

### P-R Farms - Fresno, CA

June 2015-Present

Retail Sales Associate

- Product taste testing demos for ENZO'S Olive Oil in Whole Foods
- Volunteered at Farm and Nutrition Day at the Fresno Fairgrounds

### Ball Design Group - Fresno, CA

October 2011-October 2014

Marketing Intern

- Attended 2012 and 2014 Produce Marketing Association Fresh Summit Conference (Anaheim, CA)
- Attended 2013 and 2014 Produce Marketing Association Foodservice Conference (Monterey, CA)
- Represented Ball Design Group as a finalist in the 2014 Produce Marketing Association Fresh Summit Sensory Experience Contest
- Attended 2014 United Fresh Produce Association Conference (Chicago, IL)
- Attended 2013 Fresh Produce Association of the Americas Conference (Nogales, AZ)

### Clovis Unified School District - Clovis, CA

October 2013-February 2015

Liberty Elementary School Boy's Varsity Basketball Head Coach

- Mentored 5<sup>th</sup>/6<sup>th</sup> grade boys and taught basketball skills
- Led team-building and leadership exercises

## SPECIAL PROJECTS & ACCOMPLISHMENTS:

### Produce for Better Health Formula Five Student Marketing Competition

March 2016

Fresno State Agricultural Business Marketing Team Member

- Placed 3rd for developing new "Fresh-Ta-Bowls" product, providing research, and developing marketing strategies to increase fresh produce consumption in the United States

### National Grocer's Association University Case Study Competition

February 2016

Fresno State Agricultural Business Marketing Team Member & Presenter

- Invited to develop an e-commerce solution for Davis Food and Drug Independent Grocer of Utah

### Fresno State Talks Annual Student Selected Lecture Series

February 2016-Present

Planning Committee Marketing Chair

- Coordinated lecture series to encompass university values of discovery, diversity, and distinction
- Wrote press releases and increased media coverage at lectures
- Executed on-campus and community marketing tactics to increase nominations and attendance

### Corn Roadsters

August 2014

Business proposal developed with intention of partnering with Fresno State Gibson Ranch Farm Market

### California Table Grape Commission Four-Year Agricultural Scholarship

May 2014-Present

Highly competitive scholarship based on academics, community service, and industry involvement

### 5K Run for Talent at Produce Marketing Food Service Conference

July 2013

Industry Runner Participant

- Placed 4<sup>th</sup> overall out of 269 runners

### Nisei Farmer's League Harry Kubo Scholarship Recipient

August 2014

Competitive scholarship based on academics and community service

## LEADERSHIP & INVOLVEMENT:

### Fresno State Agricultural Business Club

August 2015-Present

- Coordinated and oversaw officer team and monthly club meetings
- Planned annual banquets to fundraise for the Agricultural Business Department
- Managed public relations, industry outreach, social media, and club budget
- Planned bi-annual field trips to expose club members to agricultural industry businesses

### **Philanthropic Involvement**

**August 2014-Present**

- East Fresno Rotary Cioppino Dinner
- San Joaquin River Clean-Up
- Fresno State "Hot Dog Run"
- Fresno Chaffee Zoo "Zoo Boo"
- Fresno State Bulldog Pantry Food Distribution
- Fresno Greek Fest

### **Fresno State JCAST Leadership Council**

**May 2015-May 2016**

Agricultural Business Representative

- Organized welcome events, career and job fairs, and club/organizational fairs to foster student engagement
- Communicated with different departments within the college to better improve leadership and involvement

### **The National Society of Collegiate Scholars**

**August 2015-Present**

Member

- Achieved excellent grade point average of 3.8 or above

### **Sigma Alpha Lambda**

**August 2015-Present**

Member

- Recognized for academic achievement and leadership

### **Alpha Zeta, Cal Epsilon Chapter**

**August 2015-Present**

Member

- Recognized for exceptional GPA and involvement in Jordan College of Agricultural Sciences and Technology

### **Phi Kappa Phi Chapter 062**

**August 2015-Present**

Member

- National Honor Society recognizing the upper 7.5% of incoming 2014 class

### **Assistees of Fresno**

**August 2010-June 2014**

Member of Non-Profit Philanthropic Organization

- Nazareth Retirement Home
- Assistance League Thrift Boutique, Operation School Bell
- Poverello House
- Valley Animal Shelter
- Break the Barriers

References available upon request.