

Vigorous PR

2015 Media Kit





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Founded in 2010, Vigorous PR is a boutique public relations consultancy specializing in entertainment, business, non-profits and publishing.

Under the sole practitionership of Tiffany Taylor, Vigorous PR’s core values of brand-building are: authenticity, advocacy and education. Our mission is to deliver credible public relations campaigns that increase community engagement and positive brand awareness.

What distinguishes Vigorous PR from other boutique agencies is our humanistic approach, unique media savvy and versatility. With nearly 10 years experience in communications, including multiple-industry experience in PR, broadcast-print journalism and teaching, Taylor is one of the PR industry’s leading independent professionals with full-service capabilities, tied with fierce media, entertainment and business acumen.

At Vigorous PR, Taylor has developed and managed multiple public relations campaigns, results-oriented teams and social media accounts. Her most notable campaigns include: Charmin Enjoy the Go/Queen of Charmin and NBC’s Escape Routes Season 2 (The Grey Team). Her client roster has included: International Christian Recording Artist Ms. Ty Scott, Actors Iris Hill and Terrence Terrell, and more.

In 2015, Vigorous PR is changing the way public relations content is created, distributed and shared through creativity, research, measurement and reliability. Most recently, we have produced a social media series of research and strategic insight on innovative *PR Campaigns We Love*.

Serving an engaging mix of media campaigns that produce exposure, client updates that connect with audiences and trending features that advance brands and further the world of PR, Vigorous PR is committed to professional expansion, and working to revolutionize the media industry through awareness and engagement for our clients and community.

Clients We’ve Worked With

Iris Hill

Terrence Terrell

Ms. Ty Scott

Lamar Robinson

Proctor & Gamble
(Partnership)

NBC (Partnership)

Warrior Academy

Ebenezer Baptist
Church

Wait Up

St. John

Nobl1

Bobby E. Hill, M.D.,
P.C.

iMakeUpMe Beauty Bar

We’d love to work with you. Contact us to schedule a time to discuss the possibilities!

Meet Tiffany Taylor



Former journalist turned publicist, Tiffany Taylor has proven to be a strong leader in multiple industries. A graduate of The University of Alabama with degrees in Journalism and English, Tiffany spent most of her college career interning at broadcast news stations, newspapers, radio stations, and volunteering as a media relations consultant at her church.

Tiffany's first big break in PR came while she was teaching secondary English. Tapped by Iris Hill to develop a national media campaign for Proctor and Gamble's Charmin *Enjoy the Go* campaign, she went a step further and created a movement. The PR campaign garnered local and national media attention, instantly catapulting Tiffany's career as a publicist and Hill as a philanthropist.

As a result, Vigorous PR was founded, emerging as an agency that prides itself in creating custom-tailored campaigns to fit each client's needs, while impacting the community.

Vigorous PR
Tuscaloosa, AL
www.vigorouspr.com
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Core Competencies

Multi-media Public Relations	Strong Writing Skills	Budget Management
Client Relationships	Strategic Communications	Strong Editing Skills
Project Management	Organizational Skills	Exec Communications
New Product Development	Proactive Thinking	Team Building
PR Messaging & Tactics	Collaborative Team Player	Problem-Solving
Public Speaking	Story Telling & Pitching	Team Management
Community Engagement	Integrity	Analyst Relations
Crisis Communication Skills	Website & Soc. Media Content	Productivity
Media Relations	Media Training	Detail Oriented
Loyalty	Company Branding	Correspondence
Creation	Mentor	Credible

A rewarding and successful PR experience motivates me to bring my commitment of excellence to your brand.

Media Coverage

Associated Press, The Huffington Post, The Las Vegas Sun, Opelika News, Global Grind, Auburn Alumni Magazine, Urbanham, Talking With Tammy, Academy Ford Advantage Website, Rollingout.com, www.al.com, browngirlnextdoor.com, The Tuscaloosa News, www.complex.com, The Kip Tyner Show, WVUA News, ABC 33/40, Fox 6 News, The Greene County Democrat, The Brely Evans Radio Show, The Mobile Register, The West End Journal, Cox Media 95.7 Jamz Roy Woods Morning Show, The Travel Channel.com, The Gospel Tribune and more.

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References

Our agency has included a few excerpts of references from clients. We can make available packets of complete references and additional client contacts upon request.

You bring your idea, your dream, your baby, to Tiffany, in hopes she will bring clarity to the uncertainty of if it's plausible. She listens to your heart. She learns your voice and then exceeds your greatest expectations.

There is no "I" in team, but there is a "T," and on my team it stands for Tiffany Taylor.

Iris Hill,
TV and Commercial Actress



When I released my second CD, Struggle Muszak, Tiffany did such an incredible job on creating my one-sheet, bio and press kit. I was thoroughly pleased with her work, and thankful for her insight on every aspect of the album release. As we like to say in the South, "she put her foot in it"!

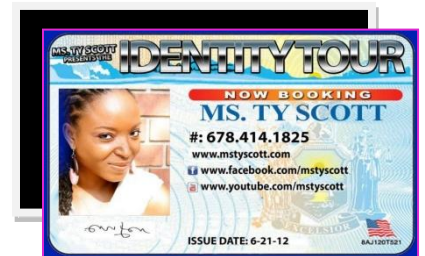
After working with her, I was confident my album would be successful and a project that would propel the ministry to higher heights and deeper depths.

John "St. John" Hampton,
Gospel Hip Hop Recording Artist



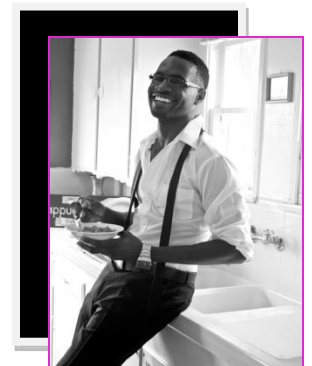
Working with Vigorous PR on my summer tour, The Identity Tour, was great. I definitely have to thank Tiffany Taylor for all of her PR and booking work.

Tiffany "Ms. Ty Scott" King
International Poet and Gospel Hip Hop Recording Artist



I first contacted Tiffany Taylor of Vigorous PR to write a professional bio for me. She took time to personally interview me, and asked questions in a conversational manner that helped capture my personality in words. It [the bio] was perfect, and brought tears to my eyes.

Terrence "Terrence Terrell" Davis
Actor, model



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