

**Company:** Talent Resources

**Company Description:** Talent Resources is a digital marketing agency recognized as a leader in developing and producing influencer based social media campaigns. The Company provides holistic marketing solutions to brands and full service, social platform management to talent and businesses.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Woman of the Year - Advertising, Marketing & Public Relations

**Nomination Title:** Bonnie Taylor, Chief Communications and Strategy Officer / Partner at Talent Resources



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

Since July of 2023, Bonnie Taylor has continued to shape some of Talent Resources' most significant brand moments. She played a central role in the agency's work with Dunkin', helping lead the negotiations and media strategy for the company's first-ever Super Bowl commercial featuring Ben Affleck and Jennifer Lopez. The campaign became a significant cultural moment and one of the most talked-about ads of the year.

Bonnie also helped drive the narrative around The Athlete's Foot's leadership shift, positioning Matt Lafone's appointment as global president as part of a broader push toward community-first retail. For LF\*GO!, she worked closely on messaging around its launch with Mike Tyson, framing his story as one of reinvention, focus, and discipline. She made sure the campaign felt both bold and grounded in something real.

Internally, Bonnie focused on refining how the team works. She introduced new planning tools, reworked onboarding, and put systems in place that helped everyone move faster and collaborate more effectively, while maintaining the personal, high-touch approach the agency is known for. Her significant internal improvements have streamlined operations and fostered a culture of efficiency and collaboration. She has also remained hands-on with mentorship, helping junior staff grow into larger roles.

Earlier this year, Bonnie gave a keynote at the Regional Women's Educational Leadership Forum. She spoke about visibility, leadership, and the power of strategic storytelling, sharing lessons drawn directly from her experience. Whether behind the scenes or on stage, she has focused on building meaningful stories and lasting client impact.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:
4. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 181 words used.**

Bonnie Taylor is a veteran communications leader with nearly two decades of experience. Her career, which began in Las Vegas, took a unique turn when she pivoted into PR after securing a Star Magazine cover story for an event at the nightclub where she worked, which had no PR team to support. This early success revealed her instinct for media and set the tone for a career defined by hustle, strategy, and results. From there, Bonnie joined BRAINtrust Marketing, leading national campaigns and overseeing more than 30 restaurant launches for Buca di Beppo while building trusted relationships with brand founders and executives. She later joined RF Binder in Boston, managing integrated campaigns for Dunkin' and leading significant partnerships involving talent like JoJo Siwa and Rob Gronkowski. Since joining Talent Resources, Bonnie has built the agency's PR division from the ground up, growing it into a full-service offering that serves more than 18 active retainer clients. Her ability to anticipate market shifts, build meaningful media relationships, and lead with empathy has made her a standout at Talent Resources and across the industry.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 170 words used.**

The Dunkin' case study outlines Talent Resources' central role in securing and executing the brand's first-ever Super Bowl commercial featuring Ben Affleck and Jennifer Lopez. This document highlights the high-profile nature of the campaign and how Bonnie helped manage negotiations and shape the media strategy to ensure the spot landed culturally and commercially. The campaign became one of the most talked-about moments of the year, and the attachment includes the commercial link and a summary of the PR execution that backs this up.

The LF\*GO! The case study shows how Bonnie and her team brought Mike Tyson's voice into a wellness conversation in a way that felt authentic and newsworthy. The campaign resulted in over 1 billion impressions and nearly \$10 million in earned media value, with coverage in outlets like ESPN, ABC News, TMZ Sports, and the Daily Mail. These outcomes support the nomination's strategic storytelling and media performance claims.

Together, these materials reinforce Bonnie's ability to drive meaningful, high-impact campaigns that seamlessly blend talent, culture, and brand messaging.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 173 words used.**

Bonnie has a way of making big campaigns feel honest. The Dunkin' Super Bowl spot is a great example. It had huge names tied to it, Ben Affleck and Jennifer Lopez, but it didn't feel overproduced or like it was trying too hard. It simply resonated. Achieving this level of authenticity in such a high-profile campaign is no small feat.

Compared to a lot of people in this space, Bonnie doesn't rely on formulas. She listens, she reads the room, and she builds around what makes each client different. She did that with LF\*GO!, finding the right way to introduce Mike Tyson as a voice of mental focus and strength. Same with The Athlete's Foot, helping them frame a leadership change as something that actually matters to their community.

Bonnie's influence within the agency is equally significant. She has played a key role in streamlining workflows, supporting junior staff, and maintaining momentum during tight deadlines. While these contributions may not make headlines, they are a significant reason the team continues delivering high-quality work.

## Attachments/Videos/Links:

[Bonnie Taylor, Chief Communications and Strategy Officer / Partner at Talent Resources](#)



[REDACTED FOR PUBLICATION]