

A black and white portrait of a woman with long, dark, wavy hair, smiling warmly. She is wearing a dark, long-sleeved, ribbed top. Her arms are crossed in front of her. The background is a soft-focus outdoor setting with trees and foliage, creating a bokeh effect with light spots.

# BROOKE CLAY TAYLOR

MEDIA KIT 2024

inspirational keynotes  
branding keynotes  
brand partnerships + collaborations

# BROOKE CLAY TAYLOR

Brooke Clay Taylor has made a life of clearing hurdles, but she'd be the first to tell you she didn't jump a single one alone.

Born into a farming family in Franklin, Ind., and raised on a ranch in Perkins, Okla., anyone reading the plot to date might've said Brooke's story was more Lifetime than real-life, more Hallmark than even half-believable.

When a high school guidance counselor told Brooke her average grades and would-be first-generation college student status made her a better candidate for job training than higher education, Brooke leaped anyway. She landed with bachelor's and master's degrees and firm footing for a career in strategic communications.

Her career, and later, love, took Brooke from Oklahoma City to Charlotte, Austin to Nashville. She left Music City for Payne County when the fairy tale proved fiction, trading the keys for a middle-Tennessee Craftsman to a red-dirt-speckled horse barn. With three figures in her bank account, Brooke jumped again: This time to launch Rural Gone Urban, a strategic communications business to support farmers, ranchers and agriculture clients worldwide with her digital prowess.

She married Damon — a fellow Perkins kid and junior high crush come full circle — in a snow globe scene, and together, they made a home on the shores of Lake Tenkiller in Eastern Oklahoma. The next summer, they welcomed their daughter, Elsie, the same day Brooke was diagnosed with breast cancer. Despite extensive treatment and being declared cancer-free, it returned two years later.

Whether in finding the courage to take the first step into a lecture hall she allegedly didn't belong or the infusion center to face another round of chemo, Brooke credits her support system for never letting her fall. She founded the Rural Gone Urban Foundation to help women jumping hurdles — the B students, the big dreamers, the start-overers, and especially the women in the ring with cancer — who don't have the support that has propelled her at every leap.

## A BREAST CANCER DIAGNOSIS AND A BABY

When facing a triple negative breast cancer diagnosis with a new husband and a new baby, Brooke would have given *anything* to know there was a mom twenty years past her diagnosis with her baby, now in her twenties, by her side.

Enter stage left: the real reel.

Brooke shared, and continues to share, the daily grind of how breast cancer, which takes on 1 in 8 women, can make you feel scared, lonely, and exhausted.

And, she does it with humor.

Simply: it's not every day you're thrown from heavy bred to menopause while recovering from chemo hangovers every weekend by napping with a newborn.

Today, Brooke juggles on-going medical appointments, a thriving strategic communications consulting business, a family in eastern Oklahoma, and The Rural Gone Urban Foundation, an organization supporting brave women doing strong things.

# Your Next Keynote

## The Real **Reel**

Throw filters to the wayside and embrace the chaos of life through the POV of growing a baby, and a cancer, at the same time. Brooke's POV paired with a unique sense of humor will have you laughing, and crying, within the same sentence.

The takeaway: you cannot live a life without pivots.

## Stop Minimizing **Your Struggles**

Hard is hard is hard. Brooke shares the real reel in all its bald selfies glory: showering off chemo sweat before rocking a baby and client conference calls while in the chemo chair.

The thing is, your hard isn't insignificant because it's not cancer.

## When Life Says "**hold my Beer**"

As a tenured marketing professional who buffered in cities like Boston and Nashville while serving international clients in the agricultural and food space, Brooke shares her journey to entrepreneurship while living in rural Oklahoma with spotty internet service.

Spoiler: the journey includes personal heartbreak, faith, and doing the next right thing.

## Custom Keynotes available by request

Have an idea for a topic you believe Brooke can deliver?

We're listening.

# Partnership Opportunities

## **Brand Ambassador**

Brooke represent brands and products that fit cohesively into her lifestyle and would use even if they were not #sponsored. Does your company - or product - fit this description? Let's talk.

## **Sponsored Content**

Seeking Brooke's perspective on a specific topic that connects directly to your organization or business? As long as you understand Brooke's commentary is unfiltered, raw, and authentic. Let's get to work.

## **Podcast Guest**

Shake up the next season of your podcast series with hot takes from your favorite Oklahoman.

# BROOKE HELPS BRANDS HOLD MEANINGFUL CONVERSATIONS ONLINE

Through brand strategy consulting, reputation management campaigns, marketing influencer programs, and media training, Brooke teaches brands how to build lasting relationships with the people who matter most: your customers.

She has the work ethic of a farm hand and the creative brain of a big agency and blends the two to help tell the story of small-town America to the masses. But she's not interested in telling it the same way over and over again. (Even though she does love a solid Tim McGraw remix.) Instead, she teaches traditional brands how to modernize their social and digital strategy, so they can turn their audience into advocates.

## **BROOKE HELPS FOOD AND AGRICULTURE BRANDS:**

- Execute digital strategy according to unique brand standards
- Engage audiences with fresh content.
- Influence consumers through relevant information, emotion, and entertainment.
- Learn tactics for creating a successful digital campaign.

From growing up in Oklahoma to working in downtown Nashville, the Boston Harbor, and even Austin Texas, Brooke offers a unique perspective to consumers. She knows what it's like to stand in the field and the Whole Foods checkout line. She's found joy in both rural America and urban life.

## *Your Next Keynote*

### **Ride for Your Own Brand**

Whether you're establishing a personal or business brand from scratch, or pulling back to finally create a strategy, establishing a firm foundation for your brand is critical.

Brooke guides you through a 30,000 foot overview *and* action steps you can implement *now* from the POV of the girl who grew up on a red dirt road and found her stride in corporate advertising while racking airline miles visiting clients across the country.

### **Career Advice**

"I want to do what you do."

Like any career, Brooke's career path came with some not so great jobs, a few really incredible jobs, learning the hard way, and a lot of really incredible humans in her network.

Brooke shares the "real reel" of graduating with a bachelors in agricultural communications and a masters in international agriculture and finding her way in the agricultural industry as a storyteller and brand strategist.

# Keynotes begin at \$3,700

+ Travel and Accommodations

All keynotes include social media shoutouts on Instagram, Facebook, and the Rural Gone Urban email.



18.8k *followers*  
35k accounts reached MONTHLY



11k *followers*



2k *monthly visitors*



4.7k *followers*



2k *Subscribers*  
46% open rate  
19% click thru

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