

# Faculty Profile - Victoria Taylor

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**Victoria Taylor** is a digital marketing enthusiast with a passion for teaching. Victoria taught in the department of Marketing and Consumer Studies at the University of Guelph for three years before joining Seneca's School of Marketing. Over the years, Victoria has taught university and college courses on topics related to consumer behaviour, digital marketing, marketing strategy, international marketing, business consulting, interactive marketing, marketing communications and event marketing. Victoria obtained her Master of Science in Marketing and Consumer Studies from the University of Guelph where she conducted experimental research on topics including brand personality, scheme congruity and sympathetic magic. Before joining Seneca, Victoria was the marketing manager for the Kidney Foundation of Canada.

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