

# TAYLOR RICHMOND

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## PROFILE

A multi-faceted creative, with a career deeply rooted in social and brand experiences. Passionate about building strong team relationships that result in the highest quality of creative work.

## EXPERIENCE

### **AMAZON, SENIOR CREATIVE | CONTRACT, NORTH AMERICA STORES – 2023 - PRESENT**

Manages and develops creative initiatives from concept to delivery, across multiple channels. Strengthens brand assets and visual strategy while managing high volume creative campaigns.

### **FREELANCE, ART DIRECTOR, CREATIVE DIRECTOR, SENIOR DESIGNER 2015 - PRESENT**

Produces content, campaigns, and marketing strategy for a diverse roster of brands. Consistently brings forth innovative and strategic thinking to solve the needs of a wide variety of clients, across a multitude of verticals.

### **TBWA / DOTDOTDASH, ART DIRECTOR | TIKTOK & EMERGING TECHNOLOGIES – 2022-2023**

Directed campaigns and led teams of animators, designers, environmental designers, and 3D artists. Provided creative and art direction for future-forward brand experiences. Built strong client relationships, presented work, and consistently pitched new business.

### **HEALTHLINE MEDIA, CREATIVE | CONTRACT, APPLICATION LAUNCH – 2021-2022**

Created a visual identity across multiple digital platforms for the launch of a new app. Collaborated to create brand book, guidelines, logos, and color palette. Used strategic audience driven insights to create templates and visuals for social content.

### **SPARKLOFT MEDIA, CREATIVE | SOCIAL-FIRST AGENCY – 2017-2019**

Led the ideation and execution of social and digital marketing campaigns for clients across tourism and travel verticals. Cultivated and maintained strong client relationships, pitched new business, and mentored junior designers.

### **NIKE, STYLIST | FREELANCE NORTH AMERICA HEADQUARTERS & NEW YORK – 2016-2023**

Worked closely with Nike directors to bring product positioning and story to life during live presentations and brand shoots at World Headquarters and New York. Styled, choreographed, casted, and managed talent.

### **OREGON ATHLETICS, SOCIAL MEDIA SPECIALIST – 2015-2016**

Boosted the NCAA's highest ranked social media account and grew following by 400K in eight months. Created marketing collateral, strategy, and content for all social and digital platforms. Directed weekly uniform release shoots in collaboration with Nike.

## EDUCATION

University of Oregon, Bachelors in Advertising – 2015

## SKILLS

Leadership, Team Management, Social-First Strategy, Creative Direction, Art Direction, Design & Illustration, Emerging Technologies, Video & Photo Production, Writing