

TAYLOR SMITH

creative executive // problem solver



PERSONAL

portland, or
714.756.1527

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SKILLS

Integrated Production

Print • Broadcast • Social • AR/VR
Copy • Design • UX / UI • Resourcing

Creative Direction

Concepts • Writing • Storyboards
Leadership • Client Management

Event Production

Technical • Logistics • Budgets
Contracts • Show Management

Marketing

Content • CRM • Mobile • Email
CX • Brand • Analytics • Research



SOFTWARE

Creative

Photoshop • Illustrator • InDesign
Premiere • Powerpoint • Keynote

Management

Asana • Smartsheet • MS Project
Jira • Monday • Harvest • Concur

Everyday

G-Suite • MS Office • Salesforce
Zoom • HubSpot • Marketo



PASSION

advertising • airplanes • art
cats • coffee • creativity
meditation • music • mountains
volunteering • vinyl • video



REFERENCE

Joe Cooper

VP, Executive Creative Director // **BCD**
p. 973.934.5487

David Burns

Senior Account Manager // **WorldStage**
p. 678.776.6555

Andrew Edwards

VP of Business Development // **upstage**
p. 203.241.7292



PROFESSIONAL

BCD M&E

executive creative director - san francisco, ca

aug 2020 - present

Helping to lead creative through sales and business development efforts as well as providing senior engagement with clients across industries. Producing media and live events, developing and managing client relationships, creative development, directing shoots, pre-event media, post-production, and managing live events and relationships onsite.

UPSTAGE

senior program manager - san francisco, ca

dec 2018 - aug 2020

Designing and delivering large scale global corporate programs, events, experiences, and content for clients like Oracle, Forrester, Cvent, and Sirius Decisions. Managing teams, budgets, vendors, contractors and relationships from kick-off to delivery, for all elements of internal and external engagement programs.

APPLE

senior producer - sunnyvale, ca

jan 2018 - dec 2018

On-site partner responsible for all aspects of planning and developing high profile and confidential global product launches, new store openings, and custom experiential projects.

FREELANCE

senior producer - los angeles, ca

apr 2016 - feb 2018

Freelance contracts for Deutsch, 72&Sunny, Zambezi, and MullenLowe. Brought in to manage and produce broadcast, print, OOH, experiential events, product launches, and rebrands for Infiniti, Acura, Uber, Volkswagen, and 7-11. Managed all teams and vendors from brief to delivery, keeping all projects on time and on budget, while directly interfacing with clients and leadership.

SAATCHI & SAATCHI

project manager - torrance, ca

mar 2013 - apr 2016

Managed all aspects of creative production from brief to delivery for fully integrated 360 campaigns and vehicle launches for Toyota. Worked closely with the account, creative, production, media and strategy departments on digital, social, print, broadcast, out of home, media partnerships, live events, and sponsorships for Toyota.

DEFINITIVE MEDIA

interactive project manager - lake forest, ca

jan 2012 - mar 2013

Scoped, planned and managed up to \$2 million in projects per year, ensuring on-time and on-budget delivery. Was the main point of client contact, responsible for managing expectations and satisfaction from strategy to delivery. Created and maintained accurate project forecasts and measured the success of all delivered campaigns.

VOORHEES STUDIO

production manager - newport beach, ca

mar 2011 - mar 2012

Responsible for managing day to day aspects of production, in-studio and on set. Oversaw all studio operations such as brand voice, marketing assets, content management, printing, archiving, and web/ social presence.

LIVEBOOKS

co-founder / production manager - costa mesa, ca

sept 2004 - mar 2011

Started as one of 3 original members in the US, designing layouts, creating internal & external processes and developing the support team staff & documentation. Then proceeded to develop, implement and master 3 different lead positions over the next 6 years..