

TAYLOUR MAGGART

ART DIRECTOR | BRAND STRATEGIST

Creative Direction • Digital & Print
Branding • Campaign Leadership

LET'S CHAT

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taylourmaggart.com

EDUCATION

SINCLAIR COLLEGE | 2017

Associate of Applied Science in
Visual Communications
(A.A.S.) Accredited by N.A.S.A.D.
Certificate of Digital Design
Certificate of Design Processes

UNIVERSITY OF DAYTON | 2007

Bachelor of Arts in Psychology

SKILLS AT A GLANCE

- Creative Direction
- Brand Strategy & Messaging
- Digital and Print Design
- Campaign Strategy & Execution
- Presentation Development & Pitching
- Client Relationship Management
- Environmental / Experiential Design
- Team Mentorship
- RFP & Proposal Development
- Vendor Collaboration

TOOLS & TECH

- Adobe Creative Suite
- Web & Digital Content Management
- Mailchimp, HubSpot, Phreesia
- ChatGPT, Claude, Grok
- HTML & CSS
- Photography

EXPERIENCE

Art Director | Brand Strategist

Holland Adhaus | September 2024–Present

Experience leading creative direction, brand development, and multi-channel marketing campaigns across healthcare, hospitality, home services, higher education, retail, and B2B industries. Known for blending strategic thinking with creative problem-solving to build brands, strengthen audience engagement, and drive business growth.

Key Strengths:

- Brand Strategy & Messaging
- Creative Direction & Campaign Development
- Social Media & Content Strategy
- Digital, Print & Experiential Design
- Client Leadership & Workshop Facilitation
- Multi-Channel Marketing Campaigns
- Tradeshow & Conference Campaign Execution
- Cross-Functional Team Leadership
- Presentation Development & Pitching

Art Director | Creative & Campaign Management

REVERED Agency | June 2021–September 2024

Managed creative direction, campaign development, and production for clients across higher education, tactical retail, B2B, and consumer brands. Led branding, front-end web development, conference and tradeshow campaign concepts and implementation, experiential design, and multi-channel marketing initiatives.

Key Strengths:

- Creative Direction & Campaign Leadership
- Branding & Visual Identity Development
- Front-End Web Development
- Experiential & Environmental Design
- Multi-Channel Marketing Campaigns
- Cross-Functional Team Collaboration

Senior Designer | Marketing & Brand Awareness

Nine Line Apparel | March 2018–June 2021

Created on-brand creative across social, print, apparel, and product launches for a fast-paced retail brand, supporting everything from campaign development to execution.

Key Strengths:

- Social, Print & Apparel Design
- Product Launch Campaigns
- Digital & Print Asset Development
- Fast-Paced Production & Project Execution

