

EMILY TAYLOR

ART
DIRECTOR

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.COM

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WORKING

FREELANCE ART DIRECTOR

New York, NY | 2016 - Present

MING UTILITY AND ENTERTAINMENT

Concepted event-based 360 campaign
Polaroid Eyewear

Helped create social look and feel
Polaroid Eyewear

Designed ad units and page takeover
General Snus

Concepted US launch
Dodo Jewelry

THE FOOD GROUP (WPP)

Helped concept for pitch work and create deck
Tabasco

A DIFFERENT KIND OF ANIMAL

Designed digital, print and icons
KRUPS, Rowenta, agency branding

WE'RE MAGNETIC

Concepted and produced brand experiences
Oculus, Facebook

BRAND CREATIVE /ART DIRECTOR, THE RICHARDS GROUP

Dallas, TX | 2011 - 2016

Concepted, executed and edited broadcast
The Home Depot, Charles Schwab, The ACC

Executed digital campaigns including rich media,
pre-roll, ad units, mobile and branded content
*The Home Depot, Charles Schwab, Ruth's Chris,
Scotts, ULTA Beauty*

Created social images, videos and looks
The Home Depot, Ruth's Chris, Bright Starts, Scotts

Created pitch-winning positioning and
content strategy
Bright Starts, MyFitnessPal (powered by Under Armour)

Directed and styled photo shoots
The Home Depot, Ruth's Chris

Helped launch rebrand and brand standards
*The Home Depot, Ruth's Chris, Charles Schwab,
Bright Starts, The ACC*

Created web features and landing pages
Charles Schwab, Ruth's Chris, Bright Starts, Scotts, ULTA

Designed print, OOH and POP
*The Home Depot, Charles Schwab, Orkin,
The Atlanta Falcons*

Oversaw event activation
Bright Starts, Orkin, The SEC

Devised internal and external PR strategies
The Home Depot, The Atlanta Falcons

Attended tissue sessions with partner agencies
The Home Depot, Mott's

LEARNING

THE UNIVERSITY OF TEXAS AT AUSTIN

Graduation | May 2011

Bachelor of Science in Advertising: Texas Creative
Business Foundations

NEW YORK UNIVERSITY

Summer 2008

WRITING INTERN, DOOR NUMBER 3

Austin, TX | Summer 2010

*Clients: Austin Humane Society, Texas Stars Hockey,
A Glimmer of Hope, Resurrection, Marble Falls Tourism*

WRITING INTERN, SPRINGBOX

Austin, TX | Spring 2010

Clients: Dell, Dell Lounge, Springbox website

OTHER

DIRECTOR + CHOREOGRAPHER, ROUSTABOUTS DANCE COMPANY

Austin, TX | 2009 - 2011

*Choreographed pieces, coordinated a spring production,
ran classes, directed auditions*

ONE SHOW FINALIST

Spring 2010

SKILLS

Proficient in Adobe Creative Suite
Photography
Food styling
Rough video editing + gifs
Dance + choreography