



TAYLOR GOOD

# BRAND MODERNIZER

## PORTFOLIO

[www.taylorgood.com](http://www.taylorgood.com)

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## CONTACT

[tg@taylorgood.com](mailto:tg@taylorgood.com)

949-335-8892

[linkedin.com/in/taylorgood](https://www.linkedin.com/in/taylorgood)

Orange County / LA  
+ open to remote or relocation

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## SUMMARY

Over the past 16 years, I've been fortunate to help everyone, from tiny app startups to big enterprises. I helped companies like Hyundai and Kia grow their finance and dealership marketing to over 1.5M monthly customers and 10M monthly page views by creating a consistent design language that speaks to their audience.

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## KEYWORDS

Brand Development, Naming, Logos, Brand Style Guides, Packaging, Print/Marketing Materials, Pre-Press, Creative Interactive Campaigns, Social Media Advertising, SEM, Partnership Marketing and Negotiation, Product Placement, Advertising Campaigns, Photography, Retouching, Filming, Post-Editing, Front-end Web Development

## TOOLSET

Adobe CC, Premiere, Keynote, Social Media, HTML/CSS, Wordpress, Shopify, Adwords, Mailchimp, ShipStation, Office 365

## EXPERIENCE & CAREER HIGHLIGHTS

### BRAND STRATEGIST

**Family Office**

*May 2018 - December 2018*

Outside consultant providing branding and marketing guidance to a Family Office in Southern California. Entails identifying additional revenue streams within a strategy, creating a fund brand identity including print materials, investment offering memorandums, and pitch decks.

### CREATIVE DIRECTOR

**First and Good**

*2016 - Present*

### CREATIVE DIRECTOR

**Hyundai Capital America**

*2014-2016*

Led design for consumer and dealer divisions of Hyundai Motor Finance, Kia Motors Finance, plus the brand creation of Genesis Finance.

#### TOTAL REACH:

- 1.5m monthly customers
- 10m monthly page views
- 1,350+ dealerships across the U.S.
- Six digital properties (4 sites + 2 mobile)

### BRAND DIRECTOR

**Silo Labs**

*2012-2014*

### BRAND DIRECTOR / CO-FOUNDER

**Nightmade**

*2010-2012*

As co-founder, raised seed funding, led all design and marketing, including music festival activations.

### CONTENT CREATOR

**tgood.com**

*2009-2010*

### MARKETING COORDINATOR

**MADA**

*2006-2009*

Responsible for influencer seeding to musicians / celebrities, and secured free product placement on seasons of an MTV reality show.

### GRAPHIC DESIGNER

**tgood.design**

*2004-2006*

### EDITORIAL ASSISTANT

**Happy Magazine**

*2001-2004*