

Taylor Haney

Graphic Designer with Photography & Editorial Experience

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WORK EXPERIENCE

- 2020 **Creative Marketing Manager**
LB Marketing Inc, Alpharetta GA
- Designed sales sheets and charts for sales team
 - Assisted Art Director with packaging as needed
 - Managed social & email marketing accounts
 - Contributed B2B/B2C writing for quarterly newsletter
- 2017 - 2020 **Graphic Designer**
Great Neck Saw, Memphis TN
- Layout quarterly catalog for commercial client
 - Collaborated with design team for 2019 redesign of AutoZone commercial catalog
 - Produced advertising and the 2019 OEMTOOLS look printed in PTEN magazine
 - Assisted with product photography for Amazon product listings
- 2016 - 2017 **Graphic Designer**
Comp Performance Group, Memphis TN
- Designed collateral including advertising, catalog design, product photography, logo, posters, flyers and trade show collateral
 - Produced newsletters for CPG brands
 - Created graphics posted on CPG Facebook pages
- 2016 **Marketing Intern/Designer**
TRAX International, Lynchburg VA
- Created new company website
 - Modified existing web graphics and content using Wordpress/Web Design
 - Produced other marketing materials as needed
- 2014 - 2016 **Graphic Designer**
The Critograph, Lynchburg College
- Produced newspaper layout for weekly printed college newspaper
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EDUCATION

Bachelor of Arts in Graphic Design - Lynchburg College 2016

- Internship: Prototype Media (Summer 2014), Lynchburg Living Magazine
- Studied abroad for Independent Study in Photography in Rome, Italy during Winter term 2014-2015.

Achievements:

- Best in Show "The Wrench Girl Project," for the Lynchburg College Student Art Show in the Daura Gallery
 - Received a Silver ADDY Award for Vehicle Wrap design
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RELEVANT EXPERIENCE

- **Volunteer Marketing Director** for *Traction Optional LLC*, a racing organization in Memphis, TN, Duties: Social media marketing, event and media coordination, and contact for driver support program
- **Freelance Designer, Writer and Photographer** for Girls 'N Garages Magazine (Feb 2015 - 2017) Duties: Layout of quarterly magazine, contribute editorial content and photography, event coverage
- **Freelance Photographer** and editorial writer for automotive events