

TAYLOR MCGHEE

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CREATIVE DESIGNER | VISUAL CONTENT CREATOR

PROFILE

I am a dynamic and visionary creative professional with over a decade of proven expertise in crafting compelling visual concepts and innovative designs across diverse projects. Proficient in translating strategic thinking into impactful, on-brand solutions, I have a keen ability to stay ahead of industry trends. I excel in leveraging technology to enhance creative solutions and possess a strong track record of collaborating with cross-functional teams to achieve objectives. My focus is on delivering impactful campaigns that resonate with target audiences.

KEY COMPETENCIES

Creative Leadership	Project management	Trend Analysis	Video Editing
Team management	Brand identity	Concept development	Figma/Wireframing
Social Media Management	Design strategy	Content Creation	Adobe Suite Proficiency

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | BRAND DESIGNER

SEPT 2022 - FEB 2024

Seekr Technologies

- Spearheaded the redesign of the UX/UI for the Seekr browser app, resulting in a 20% reduction in bounce rate, driving increased app downloads, and enhancing user satisfaction and retention.
- Led the comprehensive evolution of Seekr's current brand identity, encompassing styling, guidelines, typography, and overall tone, to ensure cohesive branding across all platforms.
- Led a team of 5 creatives, achieving a remarkable 110% increase in overall social footprint through engaging content across organic and paid media channels, showcasing effective social media engagement.
- Designed and developed digital and print ads, boosting brand awareness by 60%, particularly during large-scale events, for multi-platform marketing.
- Developed effective email campaigns, resulting in a significant increase in audience engagement.
- Crafted compelling stories in long and short term video that garnered an increase in impressions and effectively conveyed the brand's mission, reflecting conceptual campaign thinking.
- Oversaw social media strategy, optimizing impact for both B2B and B2C audiences, with quantifiable results in both organic and paid media, using an adaptive mindset.
- Collaborated with internal teams at Seekr to align content with strategy, resulting in impactful marketing initiatives and campaigns

DESIGN AND MARKETING DIRECTOR

SEP 2020 - JAN 2022

Bodis/Ads.com

- Recruited, hired, and developed a team of talented professionals capable of delivering high-quality design solutions, resulting in a 70% expansion of the Marketing and Design team with 5 team members.
- Formulated unique marketing plans to engage and activate new and current users, resulting in a 45% increase in user engagement.
- Designed materials for conferences and special events, including banners, videos, promotional materials, and giveaways for both print and digital platforms.
- Conducted statistical analysis using relevant analytical tools related to ad/marketing campaigns to maximize effectiveness and ROI, achieving a 30% improvement in campaign performance, revealing data-driven insights.
- Improved Bodis and Ads.com brand messaging by working on and adjusting content to be more cohesive across platforms, leading to a 25% increase in brand recognition.

EDUCATION

BARRY UNIVERSITY, MIAMI FL

Bachelor of Fine Arts in Photography and Graphic Design