



TAYLOR GOOD

BRAND MODERNIZER

PORTFOLIO

brandtg.com

CONTACT

tg@taylorgood.com

949-335-8892

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

Orange County / LA

+ open to remote

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.

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

2017-

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

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 / CO-FOUNDER

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.