

Taylor Kristian Smith Senior Project Manager | Cross-Functional Operations | Creative Production

Award-winning producer with 8 years leading cross-functional teams to deliver global digital campaigns for brands including Microsoft, Sony, Hulu, and Lionsgate. Proven track record in creative project leadership, stakeholder alignment, and campaign execution from concept through delivery.

Experience

Producer | Instrument | Remote | Feb 2025 – Aug 2025

- Led end-to-end production of Microsoft Reading Coach case study for Microsoft's Unlocked platform, blending motion design, hand-drawn art, and personalized storytelling to showcase AI-powered education tools.
- Directed cross-functional collaboration with strategists, designers, and copywriters, ensuring projects advanced through a structured, efficient creative process.
- Established and championed PMO-style production workflows including stand-ups, milestone tracking, and structured reviews, driving team efficiency and earning recognition from senior leadership.
- Contributed to case studies and brand experiences for GitHub, Arena Group, and AlphaSense, aligning internal teams on resourcing, scheduling, and creative goals.

Lead Producer & Project Manager | Max Stax Media | Los Angeles | Jan 2022 – Feb 2025

- Spearheaded digital production for FYC award campaigns and global banner campaigns, driving recognition for clients including [Sony](#), [Hulu](#), and [Searchlight](#).
- Partnered directly with studio executives and media agencies at [Lionsgate](#) and [Wondery](#) to translate campaign briefs into actionable creative workflows, ensuring seamless execution from theatrical release through home entertainment.
- Maintained budget oversight and risk visibility across concurrent campaigns, proactively flagging scope changes and resetting stakeholder expectations to protect delivery timelines.
- Managed full production lifecycle—briefing, asset creation, reviews, QA, and delivery—while upholding brand integrity and technical compliance across hundreds of assets.
- Strengthened international collaboration with design/dev teams in Buenos Aires and the Philippines, streamlining processes for faster turnarounds and consistent global quality.
- Ensured best-practice processes were rigorously adhered to across briefing, creative reviews, and sign-off procedures—driving operational efficiency and accountability.
- Proactively troubleshoot challenges, identified opportunities for process improvements, and communicated recommendations to account teams for better project outcomes.

Executive Assistant | Toni Braxton | Ontario, CA | Sep 2021 – Dec 2021

- Provided executive-level support to Toni Braxton during a high-intensity filming schedule, managing calendars, communications, and logistics across multiple stakeholders.
- Partnered with executive-level stakeholders across music, film/TV, brand, and business management to align priorities, streamline workflows, and ensure seamless execution across fast-moving projects.

Core Skills

Project Leadership

- Stakeholder Management
- Cross-Functional Team Leadership
- Client Relations
- Campaign Execution
- Budget & Timeline Oversight
- Workflow Optimization

Methodologies

- Waterfall
- Agile
- Scrum

Tools & Platforms

- Box
- Dropbox
- Figma
- Jira
- Lattice
- Notion
- Slack
- Trello
- Wrike
- Adobe Media Encoder
- Google Analytics
- Google Suite
- Microsoft Suite
- SharePoint

Education

Norfolk State University
Norfolk, VA
Bachelor of Science in
Mass Communications,
December 2014
Cum Laude

taylor@teykayes.com
[Portfolio Site](#)
[LinkedIn](#)

Associate Marketing Manager | Educational Insights | Los Angeles | Nov 2020 – Sep 2021

- Drove development of social media campaigns, from ideation through execution, boosting audience engagement and strengthening brand visibility.
- Streamlined communications between marketing and creative teams, improving efficiency and collaboration across campaign workflows.
- Monitored campaign analytics to evaluate performance and inform future strategy.

Social Media Coordinator | True Religion | Los Angeles | Oct 2018 – Nov 2020

- Managed daily social content calendar (5+ posts per day across platforms), ensuring brand alignment and timely execution.
- Grew Instagram following by 52% (407K → 623K), increased engagement by 437%, and boosted impressions by 317% through strategic content and influencer partnerships.
- Directed True Religion's Social Influencer Program, from outreach and sample distribution to campaign reporting and ROI analysis.
- Partnered with senior designers, copywriters, and brand managers to deliver integrated campaigns and support on-site brand activations.
- Represented the brand externally by attending industry seminars, fostering partnerships, and identifying growth opportunities.

Digital Content Manager | Entercom (now Audacy) | Norfolk | Oct 2013 – Oct 2018

- Oversaw all digital content across four radio station websites and social media accounts (94.9 The Point, 95-7 R&B, 101.3 2WD, and Z104).
- Partnered with the Marketing Director on brand management for festival and concert stages, event paraphernalia, and sponsorship package execution.
- Managed on-site vendor teams including photographers and videographers at live events, ensuring consistent brand representation across activations.
- Directed a team of four creatives to produce content across newsletters, e-blasts, apps, and social media.
- Traveled to Sandals Negril, Jamaica for a live remote broadcast, earning the award for Best Social Media Presence.
- Coordinated on-site logistics for major events including ShaggFest, Uncorked & Unplugged, and Z104 Beach Bash at a 20,000-capacity amphitheater.
- Trained eight employees on on-site remote setups and successfully coordinated seven major live events as Promotions & Marketing Assistant.