

**Taylor Kristian Smith** Award-Winning Digital Producer and Project Manager with expertise in delivering high-quality digital media campaigns for entertainment and corporate clients. Recognized with a Silver Clio Award for work on Lionsgate's The Walking Dead: Complete Collection. Proven track record in leading cross-functional teams, driving client satisfaction, and optimizing workflows to achieve creative excellence.

## Experience

### Producer | Instrument | Remote | Feb 2025 - Aug 2025

- Led end-to-end production of Microsoft Reading Coach's case study for Microsoft's Unlocked platform, showcasing AI-powered reading support through motion design, hand-drawn art, and personalized storytelling.
- Collaborated closely with cross-functional teams including designers, strategists, and copywriters to execute a structured and efficient creative process.
- Developed and managed a streamlined daily production schedule including stand-ups, weekly creative reviews, and targeted milestones, earning positive feedback from both internal teammates and leadership.
- Supported early-stage production work for case studies and brand experiences across GitHub, Arena Group, and AlphaSense, contributing to internal kickoff meetings, resourcing alignment, and scheduling workflows.

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

- Lead strategic project management for high-profile digital production campaigns, specializing in social FYC (For Your Consideration) Award Campaigns and international/domestic banner ad campaigns.
- Build and maintain strong industry relationships with partners at Sony, Hulu, Lionsgate, and more, fostering business growth and enhancing client satisfaction.
- Own full campaign execution from theatrical release through home entertainment, ensuring timely asset creation, review, and delivery while maintaining brand integrity.
- Act as the primary liaison between clients, creative teams, and media agencies—taking briefs, clarifying specifications, and ensuring smooth workflows to meet objectives.
- Manage the digital production pipeline, tracking progress, resolving roadblocks, and optimizing processes to ensure all creative assets meet required specifications, brand guidelines, and quality control standards.
- QA all produced materials, ensuring creative alignment with campaign goals, brand guidelines, and technical specifications before final delivery.
- Collaborate cross-functionally with international design and development teams in the Philippines and Buenos Aires, ensuring seamless execution of assets while maintaining brand consistency across global campaigns.
- Ensure best-practice processes are rigorously adhered to across briefing, creative reviews, and sign-off procedures—driving operational efficiency and accountability.
- Proactively troubleshoot challenges, identify opportunities for process improvements, and communicate recommendations to account teams for better project outcomes.

## Core Skills

### Project Management

- Jira
- Wrike
- Trello

### Digital Media

- Sprout Social
- Google Analytics

### Design Tools

- Figma
- Adobe Media Encoder
- Adobe Bridge
- Box
- Dropbox

### Collaboration & Communication

- Slack
- Google Suite
- Microsoft Suite
- SharePoint
- Lattice

## Education

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

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[Portfolio Site](#)  
[LinkedIn](#)

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

- Provided comprehensive support to the CEO during a high-intensity filming period, managing schedules, communications, and logistics.
- Demonstrated exceptional organizational skills and attention to detail in managing multiple priorities in a fast-paced environment.
- Worked closely with the music manager, TV/film manager, business managers, publicist, brand managers, social media manager, stylist, and head of security to ensure day-to-day tasks, meetings, and deadlines were met.

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

- Contributed to the development of social media content and marketing campaigns, including content ideation, creation, and distribution.
- Streamlined communication processes between marketing and creative teams to enhance collaboration and efficiency.
- Analyzed social media performance metrics to track campaign effectiveness and inform strategic decision-making.

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

- Executed a social content calendar, managing and organizing all creative executions for 5+ posts per day, 5–7 days a week across platforms.
- Coordinated and executed the Social Influencer Program, overseeing outreach, sample shipments, and campaign reporting to measure success.
- Built relationships with influencers and content creators, driving brand visibility and engagement through collaborations and advocacy.
- Assisted in planning and executing on-site events and activations, ensuring seamless coordination and representation of brand values.
- Represented the brand externally by attending industry seminars, fostering partnerships, and identifying growth opportunities.
- Increased Instagram followers by 52% (407K to 623K), engagements by 437% (108K to 583K), and impressions by 317% (3.8M to 15.9M) through strategic content creation and influencer partnerships.

**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).
- Collaborated with the Marketing Director to manage brand identity for festivals, concert stages, and event merch.
- Partnered with the sales team to ensure seamless execution of sponsorship packages.
- Directed a team of 4 creatives (photographer, videographer, 2 graphic designers) to produce diverse content, including weekly e-newsletters, e-blasts, text blasts, app content, and social videos.
- Led creative direction for event recap videos and ensured brand consistency across all digital content.
- Managed vendors (photographers, videographers) during events to capture performances, audience reactions, and behind-the-scenes moments.