Taylor Byers, MS, MFA

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PROFILE

I am a creative branding expert with over ten years of experience in LA and NYC. I am an innovative, independent, forward-thinking professional and I'm looking for a company that aligns with those values. As I have earned doctoral candidacy in a PhD program in Branding Psychology and Audience Engagement, the ideal workplace will also provide an opportunity to exercise my specialized knowledge in the field of brand identity and transmedia marketing strategy.

INTERNSHIPS & INDEPENDENT WORK

- Digital Marketing Intern at Influenced Magazine
- Freelance Photographer, shooting with recording artist ZZ Ward & songwriters for Elton John, Nick Jonas, Christina Aguilera, Cardi B, Saweetie, Flo Rida, and more.
- Independent Filmmaker experienced in all phases of film production
- Executive Producer + Director of "Group" Theater Series

SKILLS

- Developing Brand Identity
- Transmedia Branding Strategy
- Audience Engagement
- Web Design
- Graphic Design
- Adobe Suite - Photoshop, InDesign, Acrobat
- Microsoft Office - Word, Excel, Powerpoint
- Research Design & Data Coding
- Data Analysis - SPSS
- Digital Advertising
- Social Media Management
- Extensive On-Set Experience
- Music Publishing
- Artist Development
- Photography & Videography
- Editing
- Creative Problem Solving
- Responsibility & Leadership
- Independent drive
- Organization & Multi-tasking
- Time Management

EXPERIENCE

Branding Strategist
2021-present

Freelance
- Collaborating with a diverse set of artists (Tima Dee, Foolish Ways, etc.) to create powerful and engaging brand identities
- Delivering polished and professional brand bibles to clients for dispersement and continued reference within broader teams to ensure internal consistency
- Conceptualizing, pitching, shooting, and editing original content on behalf of established brands (Girlfriend Collective, Teamwork, etc.)
- Data auditing target audiences using a psychological approach to recommend specific, aligned, and rewarding brand strategies

Executive Assistant
2019-2021

Boardwalk Entertainment Group
- Integral part of brand development and social media strategy for Boardwalk & several subsidiary companies, working closely with CEO/GRAMMY award-winner Evan Kidd Bogart (songwriter for Beyoncé, Rihanna, Demi Lovato, etc.) and Sarah Hudson (Katy Perry, Justin Bieber, Dua Lipa, etc.)
- Designed & managed company websites, generated press releases, and created digital assets for high-visibility collaborators (Netflix, SAG-AFTRA, etc.)
- Created a company-wide internship program, crafting and directing learning experiences for up-and-coming talent

Brand Coordinator
2018-2019

Out Late Productions
- Assisted in coordinating company and client events including photoshoots, music video shoots, and label release parties, ensuring brand consistency
- Directly communicated & scheduled with A-list talent, maintaining discretion and professionalism at all times
- Produced customized social media strategy and executed campaigns

Editor
2014-2018

The Creative Magazine Online
- Ranked a leading contributor to the magazine, writing about subjects including travel, human sexuality, and dating culture that were the most viewed articles in their respective issues
- Held an essential role as a producer of company events such as shoots, screenings, live performances and release parties
- Proofread articles for publication, unfailingly meeting weekly editing deadlines

Production Assistant
2012-2013

AMDA College
- Gained a behind-the-scenes look at production through hands-on experience
- Responsible for high-pressure, live-show cues essential to performance success
- Assisted in running the theater box office, tending to duties such as handling VIP guest lists, special needs assistance, ticket sales, and more

EDUCATION

PhD- Branding Psychology
2020-Present

Fielding Graduate University
Doctoral program specializing in brand psychology & audience engagement. Focus on narrative and story development and choice psychology. Applicable to brand marketing, media narrative building, and peer-reviewed research.
***currently ABD status. Dissertation to be completed outside of work hours.**

MS- Media Psychology
2018-2020

Fielding Graduate University
Master of Science program exploring the relationship between social media branding and consumer psychology. Strong focus on social media research and behavioral psychology.

MFA- Acting for Film
2016-2018

New York Film Academy
Performance program tailored to film production with a strong focus on the film and entertainment business.

BFA- Acting
2011-2014

American Musical and Dramatic Academy
Rigorous performing arts program with a focus on classical stage training.