

Taylor Hinton

Art Director

Art Director with over 20+ years of proven success in driving business through sharp, professional, and attention-grabbing designs. Specialized in developing impactful marketing materials and brand identities. Recognized for meeting tight deadlines, fostering effective cross-functional communication, and providing hands-on leadership. Committed to delivering cost-effective and creative solutions for diverse challenges.

AREAS OF EXPERTISE:

Artistic Leadership | Marketing & Advertising Conceptualization | Conceptual Direction | Digital/Internet Marketing | Retail and Product Marketing | Online Interactive Campaigns | Motion Graphic/Animation Direction | Photography and Post Editing | Graphic Design | Typography | Layouts & Compositions | Font & Color Management | Brand Identity Development | Logo Design | User Experience Design | Corporate Communications | Team Building | Digital Client Relationship Management | Managing Print Collateral | Digital File Management | Customer Relationship Management (CRM) | Project Management (Asana, Jira, ClickUp | Google Ads | Google Analytics | Marketing Automation (Marketo, HubSpot, Pardot, WordPress) | Adobe Software Suite (comprehensive proficiency) | AI Enthusiast

Full Time Employment

2012-Current Art Director with Solutionreach.

Solutionreach the leader in patient relationship communication.

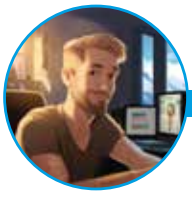
Managing all creative and the creative department. Responsible for managing team producing all creative and messaging along all channels of advertising and company communications. Manage all relationships with advertisers, printers and media buys along with project management and creative direction on all creative company wide including product and internal.

Play a key role in all things marketing. Report directly to CMO of marketing. Work with C-level staff. Directly manage team of 4 but the number has been as high as 7 team members and help direct projects involving many groups and personalities.

Past employment

2010-2012: Art Director at HAVVN

As Art Director for HAVVN, a healthcare products manufacturer utilizing a multi-level marketing structure, I played a pivotal role in shaping the brand and marketing materials for a diverse range of products. In charge of both online and print marketing programs, I ensured a cohesive and impactful visual identity that contributed to the success of the company's sales initiatives.



2009-2010: Senior Designer at Gartner Inc.

During my tenure as a Senior Designer at Gartner Inc., a global technology research leader, I served as a key member of the digital marketing team. Responsible for managing the brand of the affiliate program, I also crafted lead generation landing pages and implemented graphical enhancements to the company website, contributing to a seamless and engaging online presence.

2004-2009: Senior Designer at Burton Group

As a Senior Designer at Burton Group, a mid-sized technology research company later acquired by Gartner, I operated as a creative force handling all aspects of marketing, branding, and website development. Reporting to the Director of Marcom, I served as a one-person army, overseeing the creation of websites, sales materials, presentations, and more, contributing significantly to the company's visual presence.

1999-2004: Designer Design Manager at Ikano

In my role at Ikano, an internet branding company, I began as a production designer setting up marketing for a turn-key production company. Later, as a Design Manager, I led a print team focused on developing CD ROM and interactive multimedia software. Reporting to the Creative Director, I played a key role in shaping the visual identity and creative output of the company.

Awards

I have received multiple prestigious 'Achievers' awards at Solutionreach, recognizing consistently outstanding performance. This exclusive accolade, reserved for top-tier performers, is bestowed upon less than 5% of employees annually, underscoring a consistent track record of excellence and significant contributions to the organization. I received this award in 2014, 2018 and 2021.

Contributed significantly to Solutionreach's multiple award recognitions, including accolades such as Best Medical Website, Best-in-Class Product, and the esteemed Fast 50 Award. These honors underscore the collective success achieved through my efforts, reflecting a commitment to excellence and innovation that has garnered industry-wide recognition.