LAUREN TAYLOR GRAD

CREATIVE DIRECTION AND BRAND DESIGN

Anderson, SC | 864-940-2623 | laurentaylorgrad@gmail.com

www.laurentaylorart.com | Open to remote roles and opportunities near Anderson, SC

Creative Profile

Creative and marketing leader with a foundation in fine art and graphic design. Develop campaign concepts, write scripts, and direct creative work across video, digital, print, and retail environments. Lead marketing for eight retail locations; previously led communications and marketing for a university arts college. Bring hands-on design, production-partner collaboration, and experience teaching Fine Arts and Graphic Design.

Core Expertise

Creative direction • Art direction • Brand storytelling • Campaign concepts • Graphic and web design • Scriptwriting • Video production collaboration • Print and digital campaigns • Creative presentations • Campaign measurement

Professional Experience

Director of Marketing

Landscapers Supply, Inc. | South Carolina and Georgia | Oct 2025–Present

- Own brand direction and marketing execution for eight retail and service locations across South Carolina and Georgia as the company's sole marketing employee.
- Translate homeowner and contractor needs into campaign ideas and messaging across video, display, audio, social, email, websites, print, and in-store materials.
- Develop concepts, write campaign scripts, and lead creative direction with media and video production partners, carrying the central idea across formats.
- Coordinate production partners, vendors, campaign budgets, and co-op advertising requirements to move creative work from concept to delivery.
- Shape Augusta launch messaging and creative for homeowners and contractors, including store introductions, service stories, and grand-opening support.
- Adapt ACE Hardware and True Value campaigns for local audiences; develop materials for store promotions, community partnerships, and events.
- Use CRM matchback and store-visit reporting to evaluate campaigns and inform budget, audience, and creative decisions; present findings and recommendations to leadership and board stakeholders.
- Led campaigns whose matchback reporting identified 4,346 new customer accounts; 4,344 had tracked purchases totaling $2.58M excluding tax (Mar 6–Oct 22, 2026).
- Coordinated dealer-brand digital campaigns with 3.57M reported impressions and 29,324 clicks across available TR Digital monthly reports (Mar–Oct 2026).

PROFESSIONAL EXPERIENCE CONTINUED

Director of Communications and Marketing

College of Visual and Performing Arts, Winthrop University | Rock Hill, SC | Aug 2021–Oct 2025

- Led creative communications and marketing for an arts college, connecting recruitment, graduate programs, public events, and community engagement.
- Designed, built, and implemented a 260+ page website overhaul aligned with recruitment, accreditation, accessibility, and user-experience needs.
- Developed coordinated creative across digital advertising, social media, newsletters, video, print materials, and event branding; managed media relations and press releases.
- Planned and promoted open houses, lectures, recruitment initiatives, fundraising activities, and community events; launched an alumni engagement platform and systems for tracking event and community data.

Additional Experience

Adjunct Faculty, Fine Arts

Winthrop University | Rock Hill, SC | Aug 2019–May 2021

- Taught 3-Dimensional Design, Graphic Design, and advanced Sculpture; guided students through concept development, critique, and technical execution.

Program Director

Belton Center for the Arts | Belton, SC | Aug 2012–Oct 2014

- Directed education, exhibitions, outreach, curriculum, teaching-artist coordination, event promotion, marketing materials, and public mural commissions.

Earlier creative experience | 2017–2020: Graduate and teaching assistantships at Winthrop University; artist assistantships supporting sculpture fabrication and installation with Shaun Cassidy and Kevin Hogan / McColl Center for Art + Innovation.

Education

MFA, Studio Art | Winthrop University | 2020
BFA, Painting & Sculpture, Cum Laude | Clemson University | 2012

Tools and Creative Capabilities

Adobe Photoshop, InDesign, Illustrator, and Premiere Pro • Graphic and web design • Website content management • Social media analytics • Executive presentations • Public speaking • Creative production

Selected creative distinctions: Sculpture Space artist residency (2021); The Woven Tale Press (2021); Miracle Park public art commission (2019–2021); ArtFields (2022).