

TAYLOR BAYBUTT

ACD LEVEL ART DIRECTOR

Making the best out of anything since '85

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FULL TIME ROLES

2016 - 2017

ASSOCIATE CREATIVE DIRECTOR at Momentum Worldwide

- Reported to GCD with progress on the production of experiential campaigns.
- Ran point on multiple American Express campaigns from concept through execution.
- Managed the workload and output of small teams.
- Contributed to and won a new business pitch.
- Developed constructive relationships with both clients and account teams.

2013 - 2015

SENIOR ART DIRECTOR at Iris Worldwide

- Concepted across TV, experiential, social, digital, and direct mail projects.
- Worked on a wide array of new business pitches, winning some.
- Contributed to the creation of the intern program and mentor to the first group.
- Ran a whole-agency brainstorm session.
- Created an internal database of new technologies with a weekly newsletter.

2010 - 2013

ART DIRECTOR at Noble People

- Concepted and designed for digital and outdoor media placements.
- Provided creative direction to vendors and handled project management tasks.
- Contributed to and won new business pitches.
- Branded the agency (formerly Ikon3).
- Built a website, intranet system, and other web applications to promote the company.

2009-2010

DESIGNER / DEVELOPER at Green Map System

- Worked with the development team to design and code features for the platform.
- Evolved the brand identity and developed digital and print marketing materials.
- Built the early versions of the mobile application



EDUCATION

2007-2009

ADVERTISING DESIGN B.F.A. at Savannah College of Art & Design



MEDIA

EXPERIENTIAL
DIGITAL/SOCIAL
INTERACTIVE
BRANDING



INFLUENCER
STUNTS
BROADCAST
OUTDOOR



SKILLS



BRANDS



REFERENCES

PHIL KOUTSIS
SVP GCD at Momentum
koutsis@me.com

NICOLE KAPLAN
SVP Account Director at Momentum
nicole.kaplan@momentumww.com

LISA BRIGHT
SVP GCD at FCB
lisa.bright@ymail.com



HONORS

**2017 AMERICAN EXPRESS
SHOP SMALL 2X**
2 Silver | Clio Sports
1 Ex Award | Event Marketer
2 Gold | American Business Awards

**2017 AMERICAN EXPRESS
ESCAPE THE OFFICE**
3 Gold | American Business Awards

**2011 GREEN MAP SYSTEM
OPEN GREEN MAP**
2 Best of Green | TreeHugger
Smithsonian Design Triennial