



ART

AARON TAYLOR

BRAND DEVELOPMENT

CONTACT ME



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SKILL

CONTENT DEVELOPMENT



ADOBE CREATIVE SUITE



TEAM MANAGEMENT



MICROSOFT EXCEL/WORD



SOCIAL MEDIA



PROFILE

An outdoor enthusiast that sees the benefits of working with and working toward a thriving natural ecosystem. To further cultivate a harmonious relationship between humans and nature. By better utilizing our technical advantages, implementing artistic creativity and creating emotionally engaging content to captivate investors.

EDUCATION

BACHELOR OF SCIENCE, PHYSICS

San Diego State University / 2004 - 2008

Focused researched on Nuclear Magnetic Resonance, with supported classes in Radiation, Optics, Calculus, Differential Eq, and Programing for Scientists.

- Elected Vice President of the Society of Physics Students.
- Representative for the College of Sciences.
- Math and Science Tutor for the Aztec Student Athletes.

WORK EXPERIENCE

BRANDING CONSULTANT

Stereosurf Creative / San Diego / 2017 - present

Working with environmentally conscious and positive impact clients to bring their message and product to fruition. Developing strong brand identity, presentation, and emotional appeal.

Duties:

- Create brand strategy, streamlined messaging and direction.
- Organize and produce branded content to utilize on web and social.
- Cordinate a team of creatives to bring together one cohesive message.
- Implement and develop digital advertising strategy for social media and search.
- Design and create online experiences or e-commerce solutions.
- Develop launch strategies for new brands and crowd funding campaigns.
- Research and design pitch decks for investment opportunities.
- Manage the development and creation of new product designs with the ability to scale production to sell.



ART

AARON TAYLOR

BRAND DEVELOPMENT

EXPERTISE

TEAM
LEADERSHIP

BRANDED CONTENT
DEVELOPMENT

DIGITAL MARKETING
STRATEGY

AUDIENCE
ENGAGEMENT

SOCIAL MEDIA
OPTIMIZATION

INFLUENCER
MARKETING

PRODUCT/DIGITAL
COPYWRITING

DIGITAL AND PRINT
AD IMPLEMENTATION

AWARDS

Environmental Science Award
Los Angeles County Science Fair / 1999

Certified Eco-Diver
Reef Check Org / 2009

WORK EXPERIENCE

MARKETING & SALES DIRECTOR

Odina / Redondo Beach / 2011-2016

Sustainable fashion brand made from post-consumer recycled materials, recycled plastic bottles and recycled fishing nets, manufactured in Los Angeles, CA. Specializing in Men's and Women's activewear, inspiring a shift in conscious fashion production.

Duties:

- Managed a team of sales reps in Hawaii, Florida, New York, Northern California, Southern California, and New Zealand.
- Managed all international wholesale accounts, worked directly with our European distributor. Retailed in 7 international countries.
- Directed and produced our digital, print, and social marketing strategy.
- Designed and developed our E-Commerce channel, selling to over 30 different countries direct-to-consumer.

EXPERIENCE / Volunteer and Non-Profit

Promotions Director

Rerip / San Diego / 2008 - present

Rerip is a 501c3 non profit organization striving to minimize waste and share resources. Repurposing unwanted surfboards, fins, wetsuits and related gear.

Duties:

- Organize Sponsors for Events and Programs.
- Created digital and print marketing materials to convey company message.

Board Member

Daanah Blue / Los Angeles / 2018 - present

Volunteer

Water4Life Global / Surfrider / Community Healing Gardens

REFERENCES

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