

## Taylor E. Molinari

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### Profile

Creative, collaborative, and corporate minded graphic designer with both retail and consumer experience. Adept at design, marketing, and branding for small businesses and notable real estate properties in the Southeast such as Ponce City Market and Westside Provisions District in Atlanta. Strong understanding of corporate budgets, timelines, and project management directives with a track record of delivering exceptional results under budget and on time. Experience managing others to purposefully execute tasks and contribute to company growth.

### Experience

#### Hunter Collective – Operating Partner and Manager, Atlanta, GA

*March 2014 - Present*

- Create all marketing and social media content; e-blasts, mailers, print ads, Instagram ads. Develop the “look and feel” of the store’s media content (i.e. photography and engaging story content) to grow number of store followers and increase social media-based sales. Implement target marketing and social media strategies for online sales. Drive sales by direct marketing to customers through social media platforms and e-blast campaigns with Mailchimp. Analyze data from sales campaigns to understand best practices of marketing and continue meeting customer needs. Address business needs and growth opportunity through online social media and marketing platforms.
- Use graphic design skills to create cohesive brand experience for customers. Maintain brand standards through typefaces and logos throughout print and online merchandising platforms. Design vision boards to create a visual shopping tone and showcase seasonal trends and store merchandise. Create store design flow so merchandise is easy to find, understand, and sell.
- Research and analyze customer trends to seasonally curate collections of fine jewelry, fashion, and accessories. Understand target customer needs and manage relationships with growing customer base in Atlanta and throughout the US. Evaluate customer needs to plan and execute unique store events and trunk shows to boost sales.
- Driving yearly growth of customer database and sales numbers.
- Manage 3 employees. Implement and maintain store policies and operating procedures. Work with team to develop high industry standard of customer service. Manage relationships with brands, showrooms, and designers.
- Style and develop seasonal wardrobe for clients.

#### Key Accomplishments:

- **Notable Stops & Shops – Wall Street Journal 2019, Awarded Best Jewelry Boutique by Atlanta Magazine, JCK Magazine 2016 - Editorial Story “Stores We Adore”, Atlanta Now Magazine 2014 - Hunter Collective Accessorizes Buckhead Village**
- Social media followers increased 100% from December 2017 – December 2018. Social media (Instagram only) sales contributed to 30% of yearly sales (exclusive of an ecommerce site).
- Store events contributed to 10% sales boost in 2018. Reduced returns 25% in 2018 by implementing new customer experience policies.
- Exceeded goal of 10% sales and new customer growth per year.

#### Jamestown Properties – SE Marketing and Event Coordinator, Atlanta, GA

*May 2012-March 2014*

- Conceptualized, planned, and executed events for commercial real estate property activation.
- Selected to manage Jamestown’s new hire on-boarding program which introduced new team members to the Creative & Marketing department and lead them through their creative development.
- Developed and implemented promotions, marketing, and social media strategies for all events; targeted specific audiences to deliver event objectives, increased tenant sales, advanced property leasing, gathered contacts to increase consumer database, and activated all properties.
- Created and developed brands for events; visualized concept and directed graphics team to actualize event vision with the production of marketing materials, signage, and promotional items.
- Maintained event budgets and created financial spreadsheets that tracked the coordination of staff, permits, décor, entertainment, food, beverage, equipment rentals, signage, and vendor booking.
- Established policy and procedures for event training purposes and new hires; coordinated legal and risk management departments to obtain necessary licensing and insurance.
- Collaborated with outside Public Relations firms to develop a direct strategy that targeted media for optimal editorial event promotion, advertising, partnership alignment, and post-event media coverage, which delivered measurable results.
- Designed and constructed authentic, one-of-a-kind event programs specializing in event design, layout, and décor that met a specific aesthetic.
- Worked to build brand awareness of underperforming real estate properties in Atlanta, Charleston, and Miami through events, rebranding, and marketing campaigns resulting in increase profit from asset sale.

#### Key Accomplishments:

- In 2013, executed over forty events, most notably the 2013 Fall Festival at Riverview Landing, which raised over \$70,000 in sponsorship, donated \$40,000 among four local beneficiaries, profited over \$9000 from festival sales, and garnered over 4,000 people for a one-day event.

### Education

Spring 2015 – Winter 2017 - Creative Circus, Atlanta, GA; Design Student; Merit Award Recipient

December 2009 - Georgia State University, Atlanta, GA; BA in Journalism; Major: Public Relations, Minor: Art History

**Computer Skills** - Adobe Illustrator, InDesign, Photoshop, XD, AfterEffects, Cinema4D, Axure