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TAYLOR PETTINE

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📍 Florida

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EDUCATION

Flagler College

St. Augustine, FL

Bachelor of Arts: Graphic Design

Arts Administration minor

Advertising minor

SKILLS

Adobe Creative Suite

Microsoft Office

Marketing Strategy & Planning

Brand Development

Multi-Channel Communication

Copywriting & Messaging

Digital and Print Design

Project & Team Management

Adaptability

WORK EXPERIENCE

U.S. POLO ASSOCIATION

Creative Manager - April 2022 - Present

- Lead creative direction for digital, social media, print and in-store campaigns, ensuring brand consistency.
- Develop and manage integrated marketing toolkits supporting seasonal launches, partnerships, and sponsorship activations.
- Write and edit website, email, and campaign copy aligned with brand voice and storytelling.
- Partner with marketing, PR, and sports teams to deliver high-impact multi-channel campaigns.
- Manage creative calendars and oversee production timelines to ensure on-time, high-quality deliverables.
- Support global photoshoots from concept through execution.

EATALY

Creative Manager - July 2021 - April 2022

- Directed creative strategy and execution for seasonal campaigns, promotions, and product launches across digital, web, print, and social media.
- Led in-store creative design team, maintaining consistent branding across signage, installations, and marketing assets.
- Managed marketing budgets, vendor relationships, and production costs to ensure projects were delivered on time and within budget.

Graphic Designer - October 2020 - June 2021

- Designed and produced digital, print, and web assets for Eataly Dallas' grand opening, ensuring cohesive brand identity across all platforms.
- Prepped files for print production and coordinated with printers to ensure accuracy, quality, and timely delivery of signage, menus, and collateral.
- Updated weekly creative content for ongoing store promotions and events.

CITY OF PALM COAST

Graphic Designer - September 2019 - March 2020

- Created digital, social media, and print marketing materials for city events, initiatives, and community programs.
- Developed copy and visuals to enhance community engagement and boost public relations outreach.
- Collaborated with marketing teams to implement effective communications strategies.