

TAYLOR HILFICKER

BRAND & MARKETING



ABOUT

I have spent the past 10 years in brand marketing across B2B and B2C, working alongside brilliant creative teams. With my creative counterparts, I have established a solid track record of leading brand identity work and global rebrand efforts; building and managing brand programs such as design conferences, brand merchandising, and agency / employee trainings; contributing to brand strategy inc. brand architecture build-out, naming, and brief writing; and delivering domestic and international campaigns inc. international market launches. I also have experience managing multi-million dollar budgets; managing influencers and high-profile individuals, and driving brand partnerships.

WORK EXPERIENCE

GOOGLE CLOUD

BRAND MANAGER (CONTRACT) / MARCH 2020 - FEB 2021

Brand lead for brand identity refresh; content/project lead for evolving and migrating brand guidelines site to a new CMS. Own day-to-day brand management tasks such as naming, iconography, internal comms, and brand support groups.

- Directed the work of 3 agency partners for brand identity refresh and rollout
- Project lead for +10 workstreams to update brand assets as a result of the brand refresh
- Project managed content evolution, design and build-out of +40 brand guideline web pages
- Co-authored naming playbook, and contributed to the naming of +100 products, features, events, and APIs
- Contributed to the brand architecture build-out with the Director of Brand Strategy
- Managed process build-out, creation and delivery of +30 product icons in 10mo

REGIONAL CREATIVE MANAGER (CONTRACT) / FEB 2019 - MARCH 2020

Responsible for building relationships between the central creative team and regional marketing teams. Led projects with a regional brand focus such as localization and process lead for global campaigns, and creative program manager for brand partnerships.

- Partnered with regional marketing teams and managed 2 agencies to localize and deliver +100 online/offline assets across 5 markets as part of the global brand campaign
- Conducted research with +200 regional employees to identify gaps and opportunities for greater brand alignment in local markets; resulted in team OKR changes for 2019 / 2020
- Delivered on 3 campaigns in 10mo for the brand partnership with The Football Association

IMPOSSIBLE FOODS

INTEGRATED MARKETING MANAGER / DEC 2017 - NOV 2018

Supported cross-functional brand campaigns, including co-marketing campaigns with national accounts and launching first international market. Responsible for entire campaign workstream - authoring the creative briefs, program managing the creation and delivery of campaign assets, and reporting.

- Marketing lead and media support for domestic brand campaign; achieved 3% lift in aided brand awareness in 1 year
- Cross-functional program management lead for multimillion-dollar brand partnership campaign with White Castle; managed creative execution and on-time delivery of +100 online/offline assets across 8 markets
- Marketing lead for the launch of the company's first international market (HK); achieved 14% aided brand awareness in 4mo

CONTACT

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EDUCATION

B.A. Psychology, Sociology
Indiana University
2007 - 2011

SKILLS

Professional

Branding + Marketing
Project management
Budget management
Process creation
Agency relations

Personal

Self-starter
Collaborative
Empathetic
Communicative
Relationship-driven
Problem-solver

PROFICIENCIES

G Suite
Microsoft Office
iWork
Asana
Social media (IG,FB, etc.)
Smartsheet
Experience working in:
Google Analytics
Mailchimp
Squarespace

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WORK EXPERIENCE

SALESFORCE

BRAND MANAGER / APRIL 2015 - DEC 2017

Owned the global rollout of Salesforce's new brand identity. Responsible for day-to-day management of the brand, as well as partnering with the brand creative team to create and manage brand experiences such as the Design Leadership Conference, the Salesforce Swag Store, and the Salesforce Films app.

- Spearheaded the creation and execution of agency brand training workshops, resulting in +30 regional agencies trained across EMEA/APAC in less than 12mo
- Produced 3 design conferences, resulting in +350 attendees per year and a 98% average satisfaction rating on surveys
- Managed a global brand community of +6k employees and maintained a 100% case close rate for brand inquiries
- Project managed the regional brand awareness campaign, responsible for the execution and on-time delivery of +50 online/offline assets across 3 markets

CREATIVE COORDINATOR / MAY 2013 - APRIL 2015

Created and implemented new processes for creative team, including creative recruitment for contractors, budget planning & management, and project management.

- Spearheaded and managed the creative contractor recruiting and onboarding process, with 80% contractor-conversion rate in year 1
- Created and managed team budget process, inc. annual planning for \$12MM in spending, exec communications, and day-to-day management; resulted in 100% of budget allocated and effectively spent annually
- Established and managed key cross-functional relationships on behalf of executive staff to aid in creating process and distributing communications

EXECUTIVE ASSISTANT TO THE CHIEF CREATIVE OFFICER / DEC 2012 - MAY 2013

BURBERRY

ASSISTANT TO THE PRIVATE CLIENTS MANAGER / JUNE 2011 - SEPT 2012

Specialized in the development and fostering of relationships with high net-worth individuals. Responsible for spearheading new programs like client management staff surveys and managing a client book.

- Served as client and hospitality lead for +40 VIPs, inc. C-suite executives, members of public office, and celebrities

CAREER HIGHLIGHTS

Managed top-line marketing and creative budgets for Salesforce and Impossible Foods, upwards of +\$10MM annually

Leading Google Cloud's design and brand refresh efforts

Produced and managed the annual Salesforce Design Leadership Conference for 3 years; achieved +350 annual attendees and won multiple design awards

ACCOLADES

Academic

Dean's list recipient '09-'11

Member of the National Society of Collegiate Scholars

Professional

Art Directors Club: Motion Award '17

Communication Arts: Motion Award '17

The One Show: Design Award '17

MY FAVORITE THINGS

Cinema

Diane Keaton

French fries

Travel

Wine