

Taylor Ballard

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Relevant Skills:

- Motion Photography
- Adobe Photoshop
- Indesign
- Illustrator
- Premier Pro
- Lighting
- Client Relations
- Strategic Communications
- Project Management
- Social Media
- Publication
- Creativity & Innovation

Experience

Taylor Ballard Photography (Freelance)

Seattle, WA – Los Angeles, CA +

Principal Photographer

Mar 2020 – Present

- Published on the cover of THRASHER MAGAZINE (Ets. 1981 – Present), with a reach of >6.7M viewers. The largest and most reputable skateboard magazine in the industry.
- Managed reoccurring partnerships with skateboarding industry leaders – such as Baker Skateboards (reach of >1.3M). Working with top professionals to produce content to support marketing campaigns.
- Contracted out to travel to Sweden and the Copenhagen Open to document the largest annual skateboarding event in the world, working with top distribution companies to photograph their resident professionals for marketing campaigns.
- Produced product and social shoots for 711 – taking the customer's request for content and using my creative direction to turn it into a value added media source that would sell product.

Related Publications: Reach of 5k - 7M+

- Zumiez (Large Retail)
- Spitfire (Hardgoods)
- USA Skateboarding
- Volcom (Clothing)
- Ace Trucks (Hardgoods)
- The Berrics (Online Media Platform)
- Krux Trucks (Hardgoods)
- Lakai Shoe Company
- DIME (Fashion)
- Lowcard Magazine
- Fuera De Foco (Intl. Publication)
- Confusion Magazine

Zumiez (HQ)

Lynnwood, WA

Marketing Intern

Jun 2019 – Jan 2020

- Worked with vendors to organize PR packages for 30+ events across the country – ensuring content was created for new and emerging product launches and marketing campaigns.
- Coordinated Travel & Lodging for 20+ company leaders, in addition to 40+ professional athletes – this was in support of Zumiez Best Foot Forward Finals located in Dallas, TX.
 - Utilized this opportunity to take on ad-hoc projects to create content of the event for Zumiez online and mailer campaigns – showcasing both professional athletes and the latest product.

Canyon Hills Community Center

Seattle, WA

Lead Photographer & Content Creator

Jun 2017 – Jun 2019

- Developed photos for outreach events – showcasing community engagement and servant leadership.
- Created video content to support their mission and values statement of inclusivity and belonging.
- Using the creative direction and content I created, worked in conjunction with a broader team to make updates to the website.

Jones Soda

Seattle, WA

Marketing & Photo Intern

Apr 2016 – Aug 2016

- Developed a POV in alignment with the brands strategy to create website content – showcasing the values of Jones Soda in conjunction with the core product line.
- Created video content for the company to use on social media platforms and advertisements, with a reach of >50K.
- Utilized community events to coordinate samplings and product offerings to gain customer engagement, recognizing Jones Soda as a small batch alternative to large chain product.

Education & Additional Certifications

University of Washington

Seattle, WA

Bachelor of Fine Arts - Photomedia

Graduated: Jun 2019

Edmonds Community College

Edmonds, WA

Associate of Arts – Visual Communications

(Transfer Degree)