

TAYLOR GALIOTTO

CREATIVE STRATEGIST / MARKETING DETECTIVE

SAN DIEGO, CA
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TAYLORGALIOTTO.COM

CASE PROFILE

I find the problem behind the problem.

Creative strategist and hands-on marketer who learns how a business works, finds where the message stops making sense, and turns that insight into positioning, campaigns, content, and digital experiences. Background spans law, nonprofit healthcare, mental health advocacy, streetwear, dance, and agency marketing.

EVIDENCE

- Brand strategy + positioning
- Creative direction + campaigns
- Website strategy + UX
- Copywriting + brand voice
- Video production + editing
- Social + performance analysis

FEATURED CASE 01

KLINEDINST PC

Marketing Specialist
Promoted from Marketing and Communications Assistant

BRAND SYSTEM

Built the firm's first comprehensive brand guidelines, creating consistency across digital, print, web, recruiting, and business development materials.

WEBSITE REDESIGN

Partnered with leadership and the firm's web agency on strategy, messaging, user experience, and creative direction.

CREATIVE PRODUCTION

Designed brochures, ads, social campaigns, event materials, presentations, recruiting assets, and internal communications.

VIDEO + CAMPAIGNS

Produced attorney video content and executed campaigns from concept through launch, using performance data to improve the work.

CAREER FILE

THE PATH TO CREATIVE STRATEGY

FIELD MARKETING MANAGER

The Black Sheep
Planned experiential events, led brand ambassadors, and built campaigns that strengthened community engagement and awareness.

ACCOUNT COORDINATOR

Innovision Marketing Group
Supported client campaigns and creative development while coordinating projects across fast-moving teams.

BRAND STRATEGIST

NDVU+ Labs
Developed positioning, messaging, visual identity, and marketing strategy for emerging brands.

SOCIAL MEDIA MANAGER

SWAY Dance Chicago
Created content and managed cross-platform social strategy, building an early foundation in branding and storytelling.

RADIO AD CONSULTANT

Des Plaines Ads on the Air
Wrote audience-focused radio spots for local businesses, turning their services into clear scripts built to earn attention quickly.

EDUCATION

DEPAUL UNIVERSITY

B.A. Public Relations and Advertising / Minor in Business

ROTARY INTERNATIONAL EXCHANGE

Talca, Chile / Limited working proficiency in Spanish

INVESTIGATOR'S NOTE

Marketing is not about convincing people.
It is about giving them a reason to care.

CASE STATUS OPEN
FULL PORTFOLIO TAYLORGALIOTTO.COM