Taylor Nowaskie

Creative strategy · Brand · Growth

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Brand and growth leader. I figure out what people actually want, make it, and build the teams, systems and AI tools that keep making it. 15+ years across entertainment and consumer brands. Today I lead brand marketing at Jubilee, one of the internet's most-watched studios, after six years as a founding employee at Parks Project.

EXPERIENCE

Jubilee Media · Head of Brand Marketing

09.2022 to now

- Own brand strategy, identity and marketing for Jubilee and nectar: YouTube, short-form, social, paid, PR and product. Hired and lead a team of 6 across brand, social, design and product, plus freelancers and outside partners.
- Built social for both brands from zero, and the system it runs on: a distribution plan for every release across 15+ formats and 5 handles. **3.5M+ followers** added, 600-900M impressions a quarter, and a new programmatic ad revenue stream earning high six figures a year.
- Launched talent-led distribution with my social team and our casting department. One Surrounded rollout did 265.7M social views, drove 4M viewers to the full episode and earned 15x the ad revenue of comparable episodes.
- Lead packaging for both brands, where 50-60M views a month start with a thumbnail. Set CTR goals and partner with each show's director on its look and creative strategy. Rebuilt the pipeline into a continuous testing program that lifted library CTR **28%** (4.74% to 6.1%), worth 11-13M more views a month.
- Led Jubilee's rebrand to position it as a serious media brand: a new mission ("Provoke human conversation"), new color and type, a motion language, and the company's first full brand system and guidelines.
- Owned brand, creative direction and product for the nectar app end to end, and built the growth flywheel behind it: the app inside the shows, a CTA on everything we publish, and paid that scales what works. **1.7M+ users and downloads** across nectar's products, 80% of installs organic, under $3 CPI on Meta in the US.
- Named and branded loveprint, a love assessment that reached 1M+ people in under a year and became the foundation of both nectar apps.
- Build the AI tools my team runs on: a shot planner that maps every thumbnail before the shoot, a photo library searchable by face, expression and pose (ingest cut from 60 minutes to 10 at 70% less storage cost), a CTA script generator that performs at parity with human writers, and a batch captioning tool.
- Partner with Brand Partnerships on the creative behind sponsor deals, including one where owned social alone delivered 30M+ impressions against an 8M buy.

Parks Project · Design Director

03.2019 to 09.2022

- Led product vision and creative strategy across brand and product, built on one idea: make things people want to be seen with.
- Designed **15 products that sold out within a week** of launch. The biggest, the Yellowstone Geysers Sherpa, was our first performance outerwear at 3x our average price; it's still a best-seller six years on and spun off whole collections and Urban Outfitters exclusive colorways.
- Led the creative on **12+ brand collaborations**, including National Geographic, REI, Madewell, Teva, New Balance, the Grateful Dead and Sierra Club, plus exclusive retail programs with REI, Urban Outfitters, Free People and Madewell. Seven figures in collaboration revenue.
- Hired, managed and mentored a distributed team of 15 artists and designers, and ran four product and marketing cycles a year, from trend forecasting and seasonal concepts through go-to-market.

Parks Project · Ecommerce Manager 08.2016 to 03.2019

- Joined as a founding employee and built every digital channel from scratch (the site, email, social, and paid social and search), then led the team of three that ran them.
- Led social strategy with product as the content. Instagram grew from **16K to 684K**, and the social team kept running my playbook after I moved into product.
- Grew daily online revenue **40x+**, from about $300 to $13,000, turning ecommerce into a $5M-a-year channel that overtook wholesale. Email drove about 18% of online revenue.
- Ran a $600K annual paid budget on Meta and Google at 2-6x ROI, with P&L responsibility for $1M+ across ecommerce and digital marketing.
- Designed the graphics and packaging behind the brand's first viral collections, including Stand Up for Badlands, Defend Our Parklands and Parks Are for Lovers, and developed our first candle collection.

Murchison-Hume · Ecommerce Manager 07.2014 to 08.2016

- Led a mobile-first website rebuild that lifted conversion 120% and AOV 20%, and drove 50% YoY ecommerce growth as the business shifted from wholesale to DTC.

Lyfe Mobile · Creative Account Manager 08.2012 to 05.2014

- Owned creative direction for cross-device ad campaigns, hired and mentored the designers producing them, and managed the external agency through a company rebrand.

Hypesmith · Marketing Manager 05.2009 to 07.2012

- Managed eight multi-year client accounts and grew the scope of every one, taking on marketing for larger parts of each client's organization while partnering with the CEO on brand and creative strategy.

EDUCATION

University of Southern California · Bachelor of Arts, Summa Cum Laude

See the work at taylornowaskie.com