

# TAUN STERLING

Creative PM (PMP®) · Creative Producer · Storyteller

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## ABOUT ME

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I'm a PMP-certified creative with 8+ years of experience working within and leading production workflows across digital campaigns, content development, and cross-functional initiatives. I've led seasonal campaigns that drove measurable business results, built content programs that outlasted my tenure, and art-directed everything from podcast launches to photoshoots. But most importantly I know how to keep complex projects moving when stakeholders have competing priorities. All while building scalable processes, coordinating vendors without drama, and translating between creative and business teams.

## EXPERIENCE

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### Sr. Digital Designer – Web & Display

*Total Wine & More, Bethesda, MD | July 2021 – Present (promoted from mid-level)*

- Led Halloween 360 campaign (2024 – ongoing) as concept lead and art director, coordinating 3 designers across a 4-month timeline while piloting the company's first collaborative conceiving process. Campaign delivered +4% revenue YoY, with peak week performance hitting +181% revenue WoW.
- Drove AI adoption for cocktail marketing when facing 78% increase in web requests despite budget adjustments. Initial MidJourney experiments led to team-wide adoption within 6 months; "Easy Margaritas" page achieved 47% RPV, supporting Total Wine's spirits sales growth goals.
- Developed reusable creative toolkits—color systems, typography standards, icon libraries, ADA-compliant templates—that established brand consistency across seasonal campaigns and enabled faster future execution.
- Lead Holiday 2025 photoshoot creative: shot conceiving, product selection for brand representation, prop styling direction, and on-set art direction ensuring digital channel needs (web, social, display) are captured cohesively.
- Bridge creative and merchandising teams, translating business objectives into creative briefs while advocating for brand standards. Improved cross-departmental collaboration through proactive stakeholder communication.

### Communications Manager & Designer

*National Consumers League, Washington, DC | June 2018 – June 2021 (promoted from Associate)*

- Directed brand identity and project managed NCL's digital transformation, including design of NCLnet.org, Fraud.org (100K monthly subscribers), and email systems (30K+ subscribers). Established content architecture and UX frameworks still in use 4+ years later.
- Senior Producer for "We Can Do This!" podcast. Managed vendor relationship with District Production, coordinated guest booking and prep (1-2 guests + staff per episode), established production workflows and brand standards. Podcast continues today under same framework.
- Managed content strategy across email, web, and social for a consumer advocacy nonprofit. Produced annual reports, coordinating content gathering from policy experts and translating complex advocacy work into accessible public communications.
- Led creative direction for Trumpeter Awards (200+ guests, ~41% of organizational funding), adapting event branding and experience for COVID-era virtual pivot while maintaining donor engagement.

## INDEPENDENT CREATIVE PROJECTS

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### D&D Solo Adventure Gamebook – Creator & Art Director

*July 2025 – Ongoing (expected launch in Fall 2026)*

- Designing horror-lite choose-your-own-adventure experience with branching narratives, multiple character entry points, and custom mechanics. Art directing commissioned cover artwork through iterative creative feedback. Building comprehensive worldbuilding bible and narrative systems documentation.

## **Fool's Gambit: Narrative RPG Podcast Pilot – Executive Producer & Gamemaster**

*October 2023 – June 2024*

- Created and produced narrative-driven actual play podcast: developed story arcs, world-building, and episode structure. Directed brand identity (logo, musical themes, episode packaging), produced/edited audio for immersive storytelling, and coached performer delivery.

## **TOOLS & CAPABILITIES**

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**Brand & Content:** Creative direction, brand identity development, content strategy, editorial planning, campaign concepting, storytelling, audience development

**Creative Production:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Audition, XD), Figma, MidJourney AI, art direction, photoshoot planning

**Project Management:** Jira, Trello, Confluence, vendor coordination, stakeholder communication, cross-functional collaboration, PMP methodology

**Platforms:** AEM, WordPress, MailChimp, podcast production and distribution (Riverside, ACast, Art19), CMS management

## **EDUCATION & CERTIFICATIONS**

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**Bachelor of Fine Arts** – Savannah College of Art and Design (Major: Advertising, Minor: Interactive Design)

**Project Management Professional (PMP®)** – Project Management Institute

**Google x Coursera Specializations** – Project Management, Digital Marketing & E-commerce