

TAUN STERLING

Creative PM (PMP®) · Creative Producer · Storyteller

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ABOUT ME

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

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 conceptualizing 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 conceptualizing, 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

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

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

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