

# Kaby Gilley

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## SUMMARY

Creative executive with a sharp instinct for story, tone, and continuity across complex, audience-driven brand environments. Known for translating big-picture vision into coherent creative systems. Communicates across every level of an organization without losing personality or clarity. Equally comfortable in the room with clients and executives as directing a team through a high-stakes production. Brings genuine passion to the craft and a natural ability to hold a creative vision together from concept through execution.

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## CORE STRENGTHS

Creative Leadership & Team Development

Cross-Channel Storytelling Systems

Client & Executive Creative Partnership

Concept Development & Creative Strategy

Editorial & Narrative World-Building

Experiential & Interactive Campaign Direction

Brand Voice, Tone & Visual Identity Stewardship

Complex Creative Problem Solving

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## EXPERIENCE

### Volt Creative

Vice President · 2022–2026 · Project Director · 2020–2022

- Led creative direction and brand storytelling across music, entertainment, and experiential digital campaigns for major labels and media clients including UMG, BMG, Orchard, and 800PGM
- Established tonal and visual frameworks across artist campaigns and large-scale digital ecosystems, ensuring narrative consistency across channels and stakeholders
- Directed development of immersive campaign platforms and interactive digital experiences, managing cross-functional teams of 4–6 and six-figure campaign budgets
- Stepped in to salvage a high-profile experiential campaign following external agency failure — led creative strategy and cross-functional production through to successful completion
- Served as primary creative liaison between clients, executive leadership, and production partners, adapting communication style to each stakeholder while maintaining a clear creative north star
- Managed project budgets, vendor relationships, and resource allocation across concurrent client engagements, ensuring delivery within scope and financial parameters
- Contributed to client acquisition and pitch strategy, shaping conceptual positioning for new partnerships

### Independent Creative Practice

2014–2020

Spent formative years as a full-time independent artist, self-directing music, video, and visual content across all stages of production. Built foundational instincts in narrative development, visual tone, audience engagement, and cross-disciplinary creative execution through sustained self-directed practice and select freelance collaborations.

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## TOOLS & PLATFORMS

**Creative:** Adobe Creative Suite, Figma

**Project Management:** Monday.com, QuickBooks

*Familiar with web production environments including WordPress, Elementor, React, and Sanity — primarily in a creative direction and oversight capacity*