

MARKETING EXECUTIVE & GROWTH PARTNER

I deliver asymmetric growth
through clarity-fueled marketing.

PROTECT YOUR NUTS

URBAN CARRY®
SAFE • HIDDEN • READY

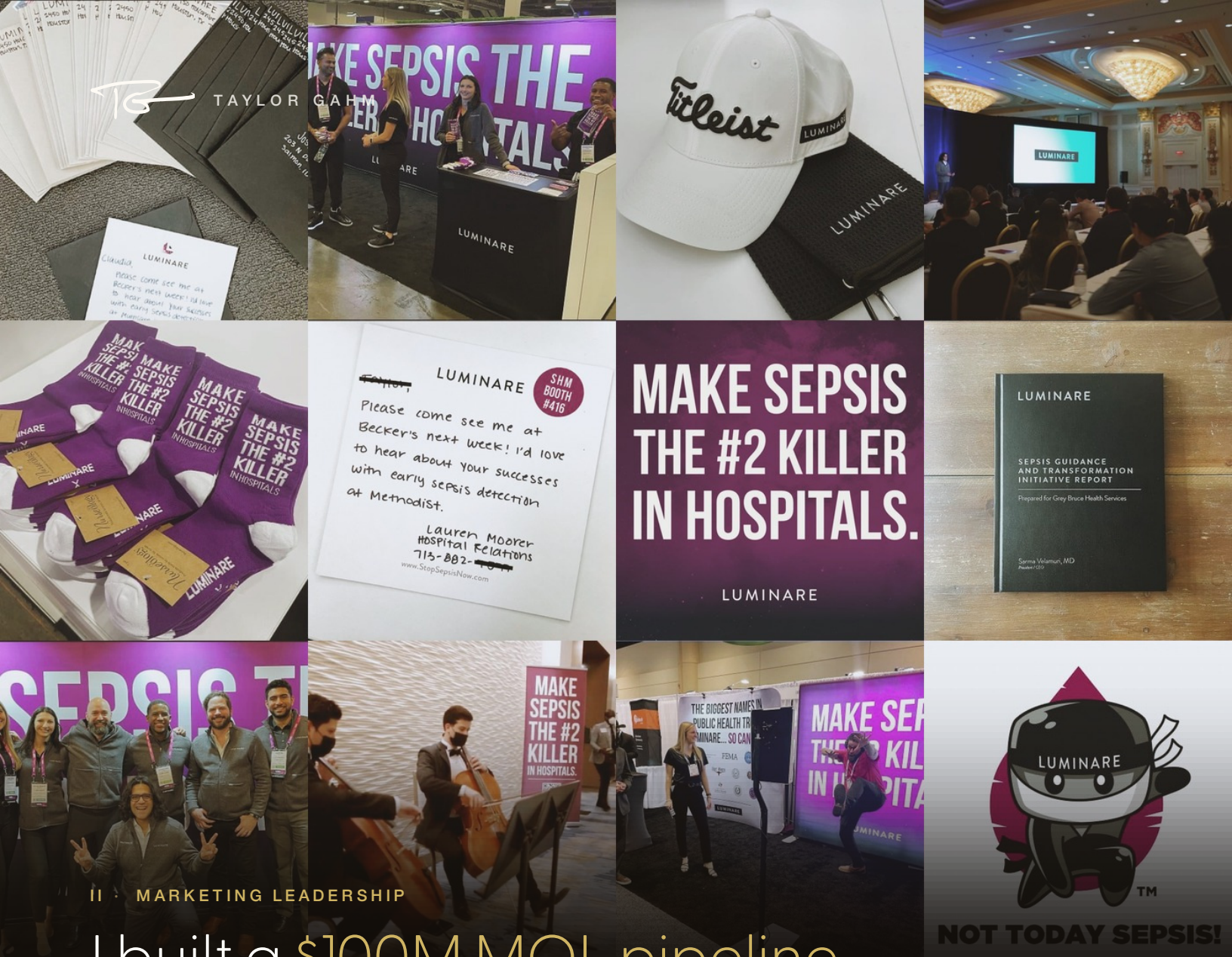


I • GROWTH MARKETING

A 90-day marketing and growth sprint: 3x gross revenue in 30 days.

Urban Carry has made hand-sewn leather concealed carry holsters and accessories since 2014. I was hired for a 90-day sprint across campaign, messaging, email, ecommerce data, and agency relationships.

- Created the *Protect Your Nuts* campaign and concept; their first video on it passed 2 million organic views.
- Tripled gross revenue in 30 days, from a ground-up rebuild of email marketing strategy and execution.
- Led the Triple Whale migration and onboarding: financial reporting moved to real time, with cost of goods, inventory, margins, and ad spend in one view, so spend decisions ran on true margin.
- 36% conversion lift from new hero imagery and copy on the homepage.
- Realigned the email, advertising, and web development agencies, removed silos, and replaced one partner; one aligned team through Black Friday and Cyber Monday.
- Built the qualifying framework for paid partnerships and list takeovers on a six-figure email list.

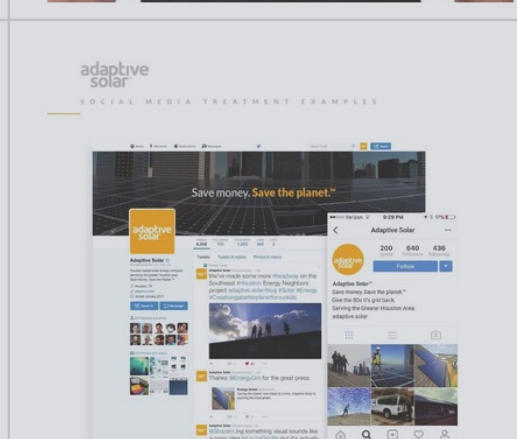


II · MARKETING LEADERSHIP

I built a \$100M MQL pipeline.

One messaging campaign built it: *Make Sepsis the #2 Killer in Hospitals*. Luminare is a med-tech SaaS startup, early sepsis detection for hospitals, on a public health platform managing 1M+ patient records. As Chief Marketing Officer I owned strategy, brand, demand, and the budget, with investor capital on the line.

- Generated a \$100M MQL pipeline via outbound GTM strategy, including conference activations, email marketing, geo-fence advertising, handwritten postcard campaigns, and more.
- Directed a \$300K marketing budget, protecting ROI and investor capital.
- Created the viral messaging campaign, *Make Sepsis the #2 Killer in Hospitals*, that drove a brand turnaround, viral reach, and revenue in under 90 days.
- Right-sized BDR team by 87%; coached remaining rep from 50 to 200+ high-touch calls a day, 4x output.
- Earned accelerator placements at Mayo Clinic and Cedars-Sinai, top two ranked hospitals in the US.
- Leveraged the CEO's marketplace credibility to land panels, pitch events, and keynotes.
- Devised a revenue-generating onsite workshop that bypassed procurement friction and revived cold leads.

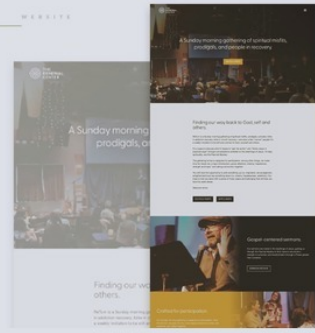


III · BRAND REPOSITIONING

After a rebrand and repositioning, the same ad spend returned a 4x ROI.

Adaptive Solar is Houston's original solar installer, established 2010, with hundreds of custom installs. This was a reposition: I rebranded the identity system and completely rewrote all of their messaging and value propositions.

Taylor GaHM



Desktop Version

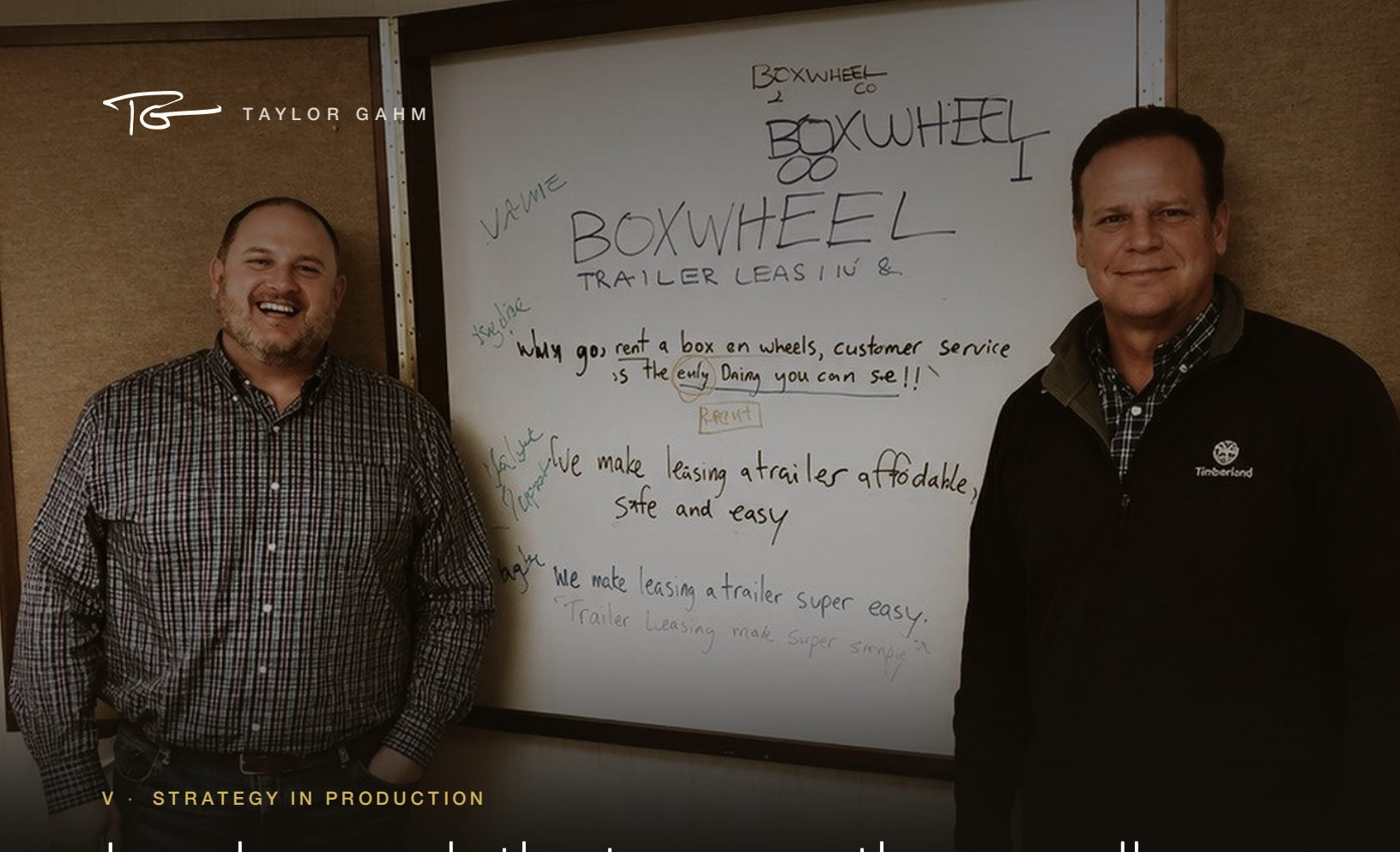


IV · NONPROFIT LEADERSHIP

New brand, clean books, top ratings, and a record-setting fundraiser.

The Renewal Center is a 5-star café and nonprofit hub serving Tomball's vulnerable with meals and care. I delivered the brand positioning, strategy, and messaging that aligned internal vision with external perception.

- Raised \$117K through integrated messaging, strategy, and execution that exceeded every goal.
- Restructured the financials to show 100% of donor funds supporting programs; remediated the IRS 990; earned top tier ratings from Candid and Charity Navigator.
- Built a brand new web presence reflecting the personality, mission, and offerings at the heart of the ministry's 20 years of work.
- Recovered a \$10K/month Google Grant previously lost to noncompliance.
- Produced the Signature Series, five cinematic shorts: an intimate look at the team and ethos behind their ministry and offerings.



V · STRATEGY IN PRODUCTION

I make work that moves the needle. Strategy is part of the production.

Positioning, messaging, and go-to-market are not a separate service I bring in. They are part of how I produce. The work below started at a whiteboard, upstream of the assets, the campaign, and the spend. Then I made the work myself. Knowing what needs to be made and knowing how to make it are usually two different people. I am both, so nothing gets lost in translation.

- **Pre-revenue to \$3.1M.** “Taylor didn't tell me what to do. He showed me who I was. That clarity took us from zero to \$3.1M in 18 months.” Joel Patzke, Founder, TrueWorks Roofing.
- **\$1M crowdfunded in six weeks.** “We closed a \$1 million crowdfunding campaign in six weeks, and I couldn't have done it without Taylor.” Rassul Zarinfar, Founder, Buffalo Bayou Brewing.
- **3x revenue in 30 days.** Urban Carry Holsters, a 90-day sprint: 36% conversion lift, 88% email turnaround, and a real-time CFO dashboard built from scratch.
- **4x ROI on the same channels and ad spend.** “Working with Taylor is sort of like going to a business therapist. He reads the subtext and helps you figure out exactly where you're going, what you stand for, what your brand stands for.” Richard Sherwood, Founder & CEO, Adaptive Solar.
- **Pre-revenue to multiple locations.** (pictured above) “Your messaging put us on the map.” Mike Sindelar, Co-Owner. “Boxwheel has grown to four locations. All the work setting up the Boxwheel identity pays off every day for us.” Mike Di Paolo, Co-Owner, Boxwheel Trailer Leasing.

Pictured above: Trailer NewCo becoming Boxwheel, a Crosstimbers portfolio company. The owners left with a name, a position, and a reason to buy.



MANAGED A
\$1M+
BUDGET

"Taylor made a huge difference at River Pointe. He made us better."

PATRICK KELLY, SENIOR PASTOR

★★★★★

VI · PROJECT MANAGEMENT AT SCALE

I've managed a \$1M+ budget
and influenced every department,
with no movable deadlines.

I led Creative, Marketing, Advertising, Communications, and Live Production for a church of 8,000 across three campuses. I was responsible for three things: drawing new people in, keeping members informed and engaged, and keeping ten staff and eighty volunteers doing their best work across hundreds of services a year. I sat on the executive leadership team and reported directly to the senior pastor. It was the most demanding project management work I have ever done, and the most fulfilling.

- Designed and directed the growth strategy behind the budget: attendance rose 11–28% by campus, 20% overall; missions giving and volunteer recruitment doubled.
- Partnered with every ministry department to communicate their offerings and impact across all three campuses and a digital platform. Produced the full creative slate across screen, stage, print, and inbox: service media, live action video, a weekly broadcast, stage announcements, signage, bulletins, social content, and email campaigns. Scripted, shot, and delivered: short films, mini-docs, and cinematic promos.
- Ran the four weekend services at the flagship campus on location, 200+ a year, and oversaw the three carried by the other two campuses. Seven services, one standard.
- Hired and led ten full-time staff. Recruited, trained, and managed a broadcast-grade volunteer media team, saving nearly \$1M a year against potential marketplace staffing costs. In collaboration with the special needs ministry, students on the spectrum also served on that team in live production roles.
- Executed a \$12M multi-campus capital campaign; led all asset creation, outreach, and execution.



I've produced 500+ creative projects.

Independent feature and short film, documentary, concert film, commercials, music videos, social content, photography, websites, email, identity systems, signage, conference builds, and more.

- Hundreds of photo shoots across multiple sectors. I was a commissioned photographer for *Alternative Press*, the number three music magazine in the country, and shot a concept for a New York Times best-selling author, commissioned by Christian publisher Zondervan.
- 20+ music videos. One premiered on BET to 40M households, spent six weeks at #1 on the Gospel Music Channel, and earned a Viewers Choice nomination.
- I produced and directed the feature documentary for studio recording artist Project 86, and a live concert film for rock band Pillar that was distributed with their album release in Best Buy. My independent short film *Coming Out* earned 12 festival Official Selections.
- Wrote, produced, and directed *Be Not Afraid!*, a SAG Ultra Low Budget independent feature. Built the budget, covered most department-head roles, and shot 17 days of principal photography. Houston Filmmakers Grant winner; theatrical premiere presented by the Houston Film Commission.
- Produced EPKs that triggered a bidding war and a Sony distribution deal, plus two unsigned artists signed to Maverick and Provident Records. Early on, filmmaking and music video work landed me working-artist sponsorships from Canon, Manfrotto, AKG, and Porta-Brace.

VIII · REFERENCES

In their own words.

"We put him on deadlines with tight turnarounds. Taylor is able to deliver quality work on time."

JENNIFER ROASA · Producer/Director, Love Advertising

"He is the most detailed and concise person that I've worked with, period."

HEIDI STAMPLEY · VP, Levitical Records

"We just closed a \$1 million crowdfunding campaign in six weeks. And I couldn't have done it without Taylor."

RASSUL ZARINFAR · Founder, Buffalo Bayou Brewing

"He never disappoints."

NORMAN WONDERLY · Publisher, Alternative Press

"Working with Taylor is sort of like going to a business therapist. He reads the subtext and helps you figure out exactly where you're going."

RICHARD SHERWOOD · Founder & CEO, Adaptive Solar

"We would roll in there and blow people's doors off."

DAVID BACH · VP, Selectric Records (Sony)

"My skill-set greatly increased under his leadership."

TYLER KUBENA · Team Member, River Pointe Church

"He showed me who I was."

JOEL PATZKE · Founder, TrueWorks Roofing

"I am a better man as a result of knowing him."

THE REV. JAMES GRACE · Rector

"Do yourself a favor and hire him."

TIM OTTLEY · Artist Manager, P.O.D. + Blindside

"Highly self-motivated, organized, and disciplined in execution, requiring minimal oversight... he brings clarity and momentum to complex initiatives."

BILL HERRINGTON · EVP, Amerisource Business Capital

"Taylor is one of the most gifted and talented people I've ever met."

PATRICK KELLY · Senior Pastor, River Pointe Church

"Once Taylor understands the goal, he doesn't require supervision or micromanagement. He simply gets to work."

AARON EDWARDS · ED & Pastor, The Renewal Center

"Taylor spearheaded a 30-day fundraising campaign that outperformed the set donation goal by 150%. This feat was largely responsible for our ability to carry on with our mission."

JASON FLOYD · Board Chairman, The Renewal Center

"Taylor drove 20% overall growth in 2019 and grew our digital engagement by 1,200 people in just eight months. He's a driver and a leader."

HANNAH PICKRELL · Project Manager, River Pointe Church

"Taylor is one of those rare people who is genuinely highly relational, deeply empathetic, and incredibly trustworthy. It's apparent from the moment you sit down with him that you are about to experience something different."

NEIL ANDERSON · Headmaster, Trinity Classical School

"His character is most evident in how he meets the stormy seasons of his life: humility, rigorous honesty, and fearless self-examination."

BOBBY LEE · Mentor

Signed letters of reference available on request. · taylor@buckandchange.com · 832.409.4246

Taylor Gahm

MARKETING EXECUTIVE & GROWTH PARTNER

\$17M+ raised | \$100M pipeline from one campaign | 500+ creative projects delivered

For 25 years I've delivered creative across all integrated disciplines, on time and on budget: high-profile clients, 5- and 6-figure budgets, tight turnarounds, and discerning executive stakeholders.

GROWTH · FUNDRAISING · BRAND · CAMPAIGNS · FILM · DIGITAL · EXPERIENTIAL

Buck+Change Venture Partner | Founder & Advisor

2016 – Present

Fundraising, growth, and advisory for nonprofits, ministries, and venture-backed companies.

- Launched and fully funded \$1M crowdfunding campaign in 6 weeks for a nationally distributed craft brewery
- Developed pitch and asset strategy for \$3.5M private raise backed by family offices and high-net-worth investors
- Led record \$117K fundraiser for nonprofit; remediated IRS 990 for compliance; earned top marks from rating agencies
- 3x gross revenue in 30 days for an e-comm brand; directed five-figure monthly ad spend, 36% conversion lift, 88% email marketing turnaround
- Drove 5x Instagram growth with 1.4M organic engagements in 5 months for 50K-member Christian streaming platform

Gahm Creative Studios | Founder & Executive Producer

2001 – Present

Boutique creative agency. 500+ creative projects personally produced worldwide over 25 years: a grant-winning independent feature, 20+ music videos including a BET premiere to 40M households and a six-week #1 on the gospel music channel, 12 festival Official Selections for a short film, commissioned photography for a national rock magazine, EPKs that won a Sony distribution deal and two artist record deals, a concert DVD distributed with a Best Buy album release, and a fine art show premiere at Columbia University. Essays published in the National Association for Christian Recovery's *Recovering Faith* series, original talks for TEDx and CreativeMornings, and stand-up at The Improv. A TV series pitch trailer premiered on the Kelly Clarkson Show (2026), and a music video intro for 3x Grammy-nominated band Nothing More that hit 6M+ views.

Amerisource Business Capital | Fractional Chief Marketing/Growth Officer & Venture Partner

2024 – Present

Senior debt and equity for lower middle-market companies, \$2B+ deployed across 1,600 companies since 1984.

- Rebuilt core pitch and business development materials used with prospective clients and institutional capital partners; secured 30+ meetings with family offices, high-net-worth investors, and private equity groups via cold outreach
- Produced offering materials for a nine-figure transaction with a family office; conducted viability and capital readiness audit for a startup

Luminaire | Chief Marketing Officer

2021 – 2023

Medtech SaaS startup: early sepsis detection for hospitals, public health platform managing 1M+ patient records.

- Generated \$100M MQL pipeline via outbound GTM strategy
- Directed a \$300K marketing budget, protecting ROI and investor capital
- Led viral messaging campaign that drove a brand turnaround, viral reach, and revenue in under 90 days
- Right-sized the BDR team by 87%; coached the remaining rep from 50 to 200+ high-touch calls a day, 4x sustained output
- Earned accelerator placements at Mayo Clinic and Cedars-Sinai, then the top two ranked hospitals in the country

River Pointe Church | Executive Director of Worship, Creative Arts & MarCom

2018 – 2020

Directed a \$1M+ departmental budget at an 8,000-member multi-campus church, on the executive leadership team.

- Grew flagship weekend attendance 11–28% YoY, 20% overall; doubled missions giving and volunteer recruitment. Ran all paid advertising, social, and a 10K+ subscriber email list
- Produced a weekly rhythm of seven services across 3 campuses and a digital platform: service media, video, broadcast, bulletins, social, and email. Planned months ahead and on time every Sunday. Scripted, shot, and delivered: short films, mini-docs, and cinematic promos
- Produced 200+ live high-production services annually with 10 FTEs and 80+ volunteers, including special-needs team members integrated into live production roles; managed a broadcast-grade volunteer media team, saving nearly \$1M a year against potential marketplace staffing costs
- Executed a \$12M multi-campus capital campaign; led all asset creation, outreach, and execution

Indiegogo | Crowdfunding Consultant & Early Team Member

2011

One of the world's largest crowdfunding platforms: 9M users, \$2B+ raised across 800K campaigns. Recruited as one of the platform's first six team members after launching a viral campaign as a user, featured on NBC, CBS, ESPN, FOX, and CNN; worked cross-functionally to identify and support breakout campaigns. Helped develop the KPI frameworks and campaign tools still in use today; advised top-performing creators on messaging, PR, and growth, and represented Indiegogo at SXSW.

SKILLS

Marketing Strategy · Go-to-Market · Positioning & Messaging · Brand & Campaign Development · Demand Generation
Fundraising & Capital Campaigns · Investor & Donor Materials · Pitch Decks · Private Placement · Crowdfunding
Paid Advertising · Email Marketing & Audience Growth · Ecommerce & Conversion · Social & Digital Content · PR & Eamed Media
Data & KPI Frameworks · Marketing Operations · Agency & Vendor Management · Budget Management · Nonprofit Compliance
Creative Direction · Film & Video Production · Generative AI in Marketing · Photography · Design & Art Direction · Copywriting

TOOLS

Asana · Notion · Basecamp · Slack · Adobe Creative Cloud · Google Workspace · Microsoft 365