

elizabeth hall

HOME RESUME CLIENTS PORTFOLIO CONTACT

elizabeth hall resume

Hi.

Creating strong, healthy brands is what I do. My experience comes from creatively leading agencies and some of the biggest brands around - Coca-Cola, MetLife, Georgia Pacific, Coty, Hitachi, The Home Depot and The Metropolitan Museum of Art.

I got my papers from The Portfolio Center. I am known as an Art Director, Graphic Designer who can concept-even write sometimes decently. Managed to lead numerous creative departments, I work well with others and I raised two kids to adulthood. I was in Atlanta agencies for most of my career, co-created BrightHouse which exposed me to global branding, the beauty industry, sports presence marketing and experiential creative concepts.

Always one for a challenge. I got an offer to move back home to Charleston, SC to rethink all creative and brands at Rawle Murdy, successfully rebranding every client in the roster-Piggly Wiggly, Seabrook Island, Wild Dunes, American College of the Building Arts, The Post & Courier among others.

Mission accomplished, I chose to continue organic branding and created my own company The Branding Garden. Clients and projects have included The Gibbes Museum, MedCare, The Tampa Museum of Art, The Orange County Museum of Art, GDC Home - advertising giant Charlotte Beers trusted me to design the cover for her book, 'I'd Rather be in Charge'.

Thank you for taking the time to look over my stuff. Contact me 404-392-4953 or email elizabethhall1@icloud.com.

Work Experience

2/1/05-present

Freelance/The Branding Garden | Charleston, S.C.

Identity/brand creation, brand review and redirection, new product development, traditional and non-traditional marketing communications.

Clients include Tampa Museum of Art, Gibbes Museum of Art, The Orange County Museum of Art, Charlotte Beers, JHB & Associates, The Greenbriar Sporting Club, DPS, Departure Media, Paolo's Gelato Italiano, Niki Leigh Spa, Natural Hideaway Medispa, Gelato Supply, Coastal Dermatology, Coty USA, Sabal Homes, Peachtree Hills Place, Del Webb, The Saluda River Club, Polaris Investments, Ashley Hall School, The Meeting Street Academy, MedCare Urgent Care Centers, Geiss & Sons Jewelers, GDC Homes, Gelato Supply, Go Charter Air, ArCHitecture, Hanover Street Solutions, June Bradham, Corporate Developmint, Greenlight retrofitters and Fenwick Hall Weddings.

8/2003-2/1/05

Rawle Murdy Associates, Executive Creative Director | Charleston, S.C.

Responsible for leading this agency into a more creative direction while growing new business (won South Carolina Tourism account after 10 years of pitching). Accounts include Orient Express Hotels and Resorts, Piggly Wiggly Grocery Stores, American College of Building Arts, S.C. Aquarium, Wild Dunes Resort, Trident Technical College, Viacom (various Pro-Social initiative projects) Seabrook Island Real Estate, Charleston Post and Courier.

10/2000-7/2003

Big Idea Consulting, President | Atlanta, Georgia

Created Big Idea Consulting ,a branding communications company. Specialities include new product development, identity development and all forms of non-traditional marketing communications.Clients include Manning-Abelow, The Coca-Cola Company, Aviana, HGTV, Hodges, Stoke City Football Club, U.K., Paolo's Gelato Italiano, Storehouse Furniture, Ulta, Traditional Matchmakers, The Home Depot, LongHorn Steakhouse, Habersham Furniture, Stone Mountain Park, Shaw Industries.

4/1994 - 10/2000

BrightHouse, Co-Founder, V.P., Chief Creative Officer | Atlanta, Georgia

Creation of the concept of an 'Idea Factory' as well as all creative direction and ideation for branding projects. Project clients include: 1996 Paralympic Games, Omnicom, The Coca-Cola Company, Coty Beauty, Esprit, Georgia-Pacific, The Home Depot, Bass Hotels & Resorts, MetLife, and The Metropolitan Museum of Art.

8/1992 - 4/1994

The Joey Reiman Agency, Associate Creative Director | Atlanta, Georgia
Created advertising, new product ideas and brand identities for Coty Beauty, The Bahamas (Tourism),
Scottish Rite Children's Hospital,
The Cartoon Network, Ruby Tuesday's restaurants, The Task Force for the Homeless of Atlanta.

6/1990 - 8/1992

Henderson Advertising, Senior Art Director | Atlanta, Georgia
Accounts included Dow Brands (Scrubbing Bubbles, Spray & Wash), Charter Hospitals, Nature's Own
Breads and Quincy's Steakhouse.

6/1986 - 6/1990

Babbit & Reiman, Art Director | Atlanta, Georgia
Accounts included Del Taco, Hawaiian Tropic, Day Inns, Trump Casinos, Applebee's Bar & Grill, Cadillac
Dealers of the South, Johnson Lane,
Scottish Rite Children's Hospitals, Pac Tel, USA Today and Rich's Department Stores.

Education:

Portfolio Center, Atlanta, Georgia
January 1985 - January/1987

Affiliations:

The Fragrance Foundation member, 1994 - 2002
The American Color Association member, 1993 - 2002

Skills:

Photoshop/Quark/Illustrator/Keynote/Page/Imovie

Additional information:

Winner of 1995 and 1996 Fragrance Foundation Fifi Award (Creator of the best fragrance of each year
for Coty) Bi-annual contributor to the Fragrance Foundation's Trends Report. Winner of numerous
Addy awards. Visiting instructor at Portfolio Center, Atlanta and The Miami Ad School and The Art
Institute of Charleston.

Speak some Italian-traveled Italy extensively for at least one month per year, for last 15 years.

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