

ELIZABETH HALL

CREATIVE

Elizabeth Hall is a design powerhouse with a robust background in creative direction, art, and graphic design, honed through her experience in the advertising industry. As the current creative director at Market Connections, she successfully elevated brand awareness and enhanced client communication across various channels.

An entrepreneurial visionary, Elizabeth co-founded BrightHouse (Omnicom), where she focused on diverse global brand categories, including real estate, fragrance, cultural institutions, hospitality, healthcare, emerging technologies, food and beverage, entertainment, and publishing.

Her deep understanding of fine art and institutional branding has led to the successful creation and management of brand identities and visual communication for prestigious organizations, including The Metropolitan Museum of Art, The Gibbes Museum, Tampa Museum of Art, Orange County Museum of Art, and the Bechtler Museum of Modern Art. Elizabeth's work consistently blends artistic insight with strategic branding to create impactful and memorable visual experiences.

DESIGN DIRECTOR, THE BRANDING GARDEN, REMOTE

Identity/brand creation, brand review & strategy, creative direction, management, new product development, digital, print, and video creative and production for a wide variety of clients. Santee Cooper, The NC Arboretum, Southern Highlands Reserve, The Bechtler Museum of Art.

CREATIVE DIRECTOR, MARKET CONNECTIONS, ASHEVILLE, NC

Created and managed brand communication for The NC Arboretum, The Brevard Music Center, Asheville Botanical Garden, Transylvania County Tourism, Southern Highlands Reserve, and Buncombe County School Foundation.

DESIGN DIRECTOR, THE BECHTLER MUSEUM of MODERN ART, CHARLOTTE, NC

Design and manage all internal, external communication, and exhibition graphics, including event specific environmental design.

DESIGN DIRECTOR, MY BUD VASE, CHARLESTON, SC

Created and executed digital brand experience for company, web and social, created/designed new products, and all market communication for products.

Responsible for managing all creative communication and production resulting in huge increase in sales and awareness.

CREATIVE DIRECTOR, ORANGE COUNTY MUSEUM of ART, SANTA ANA, CA

Designed and managed all internal, external communication, and exhibition graphics, including event specific environmental design.

FREELANCE DESIGN DIRECTOR

Identity/brand creation, brand review & strategy, creative direction, management, new product development, digital, print, and video creative and production for a wide variety of clients. GDC, Gibbes Museum of Art, Paolo's Gelato, Tampa Museum of Art, MedCare, Ilk Alliance, DPS Sporting Clubs, Del Webb, Saluda River Club, Park Place Atlanta.

CREATIVE DIRECTOR, RAWLE MURDY, CHARLESTON, SC

Created and managed brand communication for Piggly Wiggly, Wild Dunes, Seabrook Island, The SC Aquarium, and many new business projects.

CO FOUNDER, CHIEF CREATIVE OFFICER VP, BRIGHTHOUSE ATLANTA

Co-created the world's first ideation boutique BrightHouse/Omnicom. Identity/brand creation, brand review & redirection, experiential ideation, creative direction & management, new product development, digital design integration, strategy, and all platforms of marketing communication.

BRANDS

The Coca-Cola Company
New England Financial
The Home Depot
MetLife
Coty USA
Charter Hospitals
NBA All-Star Weekend
Randstad
Hitachi
Georgia Pacific
Dow Chemicals
Ulta Cosmetics
USA Today
Olympic Games
Paralympic Games
World Cup
Delta Airlines
Hotel Intercontinental
Days Inns of America
Orient Express Hotels
Islands of the Bahamas
City of Atlanta
Brevard Music Center
Bechtler Museum of Modern Art
Orange County Museum of Art
Tampa Museum of Art
Gibbes Museum of Art
Metropolitan Museum of Art
S.C. Aquarium
DPS Sporting Clubs
My Bud Vase
BlueGreen
Seabrook Island
Transylvania County Tourism
Southern Highlands Reserve
Del Webb
City of Tampa
Applebees
Ruby Tuesday
LongHorn Steakhouse
Nature's Own Bread
Sabel Homes
Turks & Caicos Beach Club
Saluda River Club
Park Place Atlanta

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SKILLS

Creative direction, creative management, new business development, mentor creative development internally, creative strategic problem solving, art direction, graphic design, brand identity/logo design, new product concept, design, and development, social media content, videography, editing, photography, retouching, print production, experiential design, 3D prototyping.

EDUCATION

The Portfolio Center, Atlanta, Georgia
Visual Communication/Art Direction/Design

REFERENCES

Todd Smith Director & CEO
The Bechtler Museum of Art
todd.smith@bechtler.org
704-605-0375

Carol Hughes
Executive Commercial Producer
mcarolehughes@me.com
310.801.4858

John Fondren CEO,
Fondren Engineering
johnfondren@homesc.com
843-708-0780

WORK

www.elizabethhallweb.com

<https://elizabethhallportfolio.com>

LinkedIn: www.linkedin.com/in/elizabethhallcreative/

EDUCATION

Portfolio Center,
Atlanta, Georgia
Art Direction | Graphic Design
Visual Communication

AFFILIATIONS

The Fragrance Foundation
The American Color Association
AIGA

TOOLS

Adobe Creative Suite
Photoshop
Quark/InDesign
Illustrator
After Effects
Dreamweaver
iMovie
Keynote
Powerpoint

AWARDS

PC Faculty Award
Fragrance Foundation
Fifi award
Numerous Addy Awards

SPEAKER

Instructor/speaker
Portfolio Center, ATL
The Miami Ad School,
Clemson University,
Greenville SC Ad Fed.

PUBLISHED

Author/designer
The floating bath book collection,
Local Palate Magazine
Multiple trade articles
and publications.

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REVIEWS

R.D. Gragg
Former VP Turner Marketing/Creative Group
Simply the BEST Creative mind I know and have had the pleasure of working with. Her portfolio speaks volumes about creative intellect, branding expertise and marketing sensibility.

Jim Spruell
CEO Chief Creative Officer Zuza Films
Elizabeth is so many things. She's a thinker. She's a doer. She's a designer with an artist's eye. She's an artist with a designer's discipline. She thinks strategically but understands the power of living in the world of "what if". She's lots of stuff. But, most of all, she's pretty damn amazing.

Sheryl Jessing
Freelance Producer
I've known Elizabeth for many years. She's one of my favorite creative minds, and she works hard to make every project the best it can be. She is an extremely talented art director and a great creative partner with a fantastic sense of humor. I would love opportunity to work with Elizabeth again.

Jerry Brown
President at Seabrook Consulting, Inc.
(Former EVP, COO, BBDO Atlanta)
I first met Elizabeth more than twenty years ago when she was a gifted designer and creative director at Brighthouse in Atlanta. Her work was fresh and remarkable. I later moved to Charleston and led marketing for Seabrook Island, near Charleston. Elizabeth had also moved to Charleston and was creative director at our new agency, Rawle Murdy. She and her team redesigned Seabrook Island's entire identity program, including an extraordinary logo. The advertising and direct mail program was not only well-positioned and upper tier, but was highly effective in producing leads. I have stayed in touch with Elizabeth and have followed her accomplishments in the years since. Her taste, judgment, and strategic insight remain evident throughout her broad range of creative work. I recommend her without qualification.

Eric McClellan
Founder, Chief Creative Officer Wylie
I've have known Elizabeth Hall for almost all of her prolific career. I distinctly remember

the first project we worked on together. It was a rebranding for Lanier, an office automation provider. I was surprised and delighted by Elizabeth's visual fluency, craft, and imagination. Apparently, the client was as well and bought her first idea in the first round of reviews. At the time it seemed like a rare alignment of the planets but Elizabeth has continued to zoom straight into the heart of complex design projects and deliver elegant, complete, and durable solutions with seeming ease (of which I'm only a little bit jealous). If that wasn't enough she is the consummate down-to-last-detail professional and a supportive colleague to seasoned vets and newcomers alike. I can safely say that one of the highlights of my career is having Elizabeth as collaborator and friend.

Rhonda Geraci
Strategic Writer/Brand Consultant
Elizabeth has a beautiful sense of design and an innovative marketing vision. I've had the opportunity to work with her when our clients and executive creative director had extremely high expectations. I saw the standards she held herself to in those times and when creative and design times were more respected. She exceeds expectations with unexpected flair. I highly recommend her.

Marla Loftus
Former CMO, Gibbes Museum of Art
After a thorough search for a designer to lead the rebranding efforts at the venerable Gibbes Museum of Art in Charleston, Executive Director Todd Smith and I selected Elizabeth. It was not an easy task rebranding a 150+ year old institution, but Elizabeth did a fantastic job. Her ideas were thoughtful, creative, and scalable. We were so pleased with her recommendations and responsiveness, that we retained her services as an external Creative Director for many years. Creating art around existing art is a challenge for most designers, but Elizabeth rose to the occasion. As a former client, I am pleased to recommend Elizabeth as both a strategic partner and creative resource.

BA Albert
Founder, CCO at ba.agency
The shining light of Elizabeth is reflected in

everything she does and everyone she meets with. Her enthusiasm for business based creative solutions is contagious and she brings that fire to everything she touches. Fresh, smart, unexpected ideas are her specialty. I have admired Elizabeth and her work for years and believe she is the type of creative that makes us all look good.

C Timothy Morris
CEO BridgeNet Insurance
Elizabeth is a very creative and knowledgeable website designer. She listens and responds quickly and does so in a high valued way. I have used her on several projects and found her work exceptional and would do so again.

Evan Jones
Senior Director, Cushman & Wakefield
Elizabeth Hall is the best I've ever met in the world of Design and Branding. I've had the pleasure to know her for many years, and she's the absolute best. Creative, witty, and intelligent, Elizabeth knows her stuff. She's capable of driving Branding projects and managing change in the largest of organizations, while having the agility and sensitivity to work effectively with "small brands" and the unique challenges they face. She has a unique ability in guiding any client through the strategic creative process, while helping them avoid common pitfalls. Any organization will be fortunate to have Elizabeth on their team...if you are lucky enough to get her!

Peggy Redfern
Freelance Creative Art Director
Elizabeth has lots of talent and lots of enthusiasm for the business. She's a great designer and art director with an eye for detail that you don't see much these days. Plus, she's fun to work with!

Chad David Shearer
Owner, Caren West PR
Elizabeth is one of the most genuine and giving people I have ever had the opportunity to work with. She hired me straight out of ad school and mentored my growth as a writer and creative thinker in ways that I still see benefits in today. She elevates any situation she immerses herself in, and if there is ever an opportunity to work with her- I jump at it.