

HALPAL

(art director)

CONTACT

createdbyhallie.com

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ABOUT ME

I'm Hallie Smith! I'm a creative problem solver and art director dedicated to cracking the next big idea. Check out my website for the fun stuff!

AWARDS

- *Comm Arts Student Showcase 2024*
- *One Show Young Ones Shortlist 2023*
- *Future Lions Shortlist 2023*

SKILLS

- *Managing and completing complex projects on tight deadlines*
- *Very comfortable with public speaking and presenting*
- *Adobe Creative Suite*
- *Excellent leadership and interpersonal skills*

WORK EXPERIENCE

ART DIRECTOR

Apr 2022 - Present

BYU AdLab

At Brigham Young University's student-run advertising agency, I am a senior art director. I concept, create, and direct projects for real clients like Toyota, The Church of Jesus Christ of Latter-day Saints, and a local tech start up. I also make speculative work for brands I choose to enter into award shows and build my portfolio. This work can be seen on my website.

CREATIVE MARKETING INTERN

May 2022 - Nov 2022

KYX Sneakers

I created content and managed social channels for KYX World, a sneaker subscription and rental company. I did this both in person in LA over the summer and remotely during school.

SERVICE

FULL TIME MISSIONARY

Jul 2020 - Dec 2021

The Church of Jesus Christ of Latter-day Saints

My days consisted of planning, training, teaching, and meeting people from various backgrounds—frequently all in Spanish. I served in various leadership capacities in which I was responsible for 10+ missionaries. I frequently trained groups of 60+ missionaries in large conferences. I served as a social media leader in which I ran 6 Facebook pages and an Instagram account. I was responsible for running Facebook ads and producing content.

EDUCATION

BRIGHAM YOUNG UNIVERSITY

Jun 2019 - Apr 2024

Bachelors of Fine Arts in Communications: Advertising