

CREATED BY HALLIE

CONTACT

createdbyhallie.com

+1 (336) 392 - 8787

hallies121@gmail.com

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 Silver 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*
- Producing social videos using current trends*

WORK EXPERIENCE

FREELANCE ART DIRECTOR

Apr 2024

Chaucer Barnes LLC

I was hired to do freelance work for the Chief Marketing Officer at Translation to work on a pitch deck for a large social brand. I created 15 assets in a tight turnaround time using AI, and simple motion graphics.

ART DIRECTOR

Apr 2022 - Apr 2024

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.

EDUCATION

BRIGHAM YOUNG UNIVERSITY

Jun 2019 - Apr 2024

Bachelors of Fine Arts in Communications: Advertising