



BETSY EHLEN HALL
ADVERTISING & DESIGN
707.762.7070 | BETSY@EHLLENHALL.COM

EMPLOYMENT

FREELANCE ART DIRECTOR

August 1998 to Present

As a virtual ad agency, I am able to provide all the creative services of a small ad agency or design firm, either working independently or in collaboration with other freelancers to suit the needs of any given project. From the strategic and conceptual stages through design, copywriting and production, we create print and online advertising, print collateral and outdoor advertising that visually communicates the brand creatively and effectively.

SENIOR ART DIRECTOR, ZUCKERMAN FERNANDES & PARTNERS, SAN FRANCISCO

January 1995 to August 1998

ZF&P is a boutique agency with a diverse client list. Areas of specialization include: food and wine, foodservice, retail, financial, medical, and technology design and advertising for consumer and trade media. The position involved concept, design and execution of print and outdoor advertising and collateral materials. Working for a medium-sized agency was a great opportunity to learn all aspects of the projects, following each job closely through its final production.

FREELANCE ART DIRECTOR

August 1995 to January 1995

While freelancing for ad agencies and individual clients, I had the opportunity to work on a variety of accounts, from financial and medical services to foodservice.

SENIOR ART DIRECTOR, JAMISON/CAWDREY/BENJAMIN, SAN FRANCISCO

May 1989 to August 1995

After becoming Senior Art Director at this primarily retail agency, I was responsible for clients such as Embarcadero Center, PIP Printing and Impostors Jewelry. The position required quick turnaround on concept and design, and close supervision of production artists and outside vendors.

GRAPHIC DESIGNER, GRIFFIN MARKETING GROUP, SAN FRANCISCO

October 1987 to May 1989

As a graphic designer, I created and produced print ads, collateral, and promotional projects. In addition to my creative responsibilities, as part owner of the company I was frequently involved in project management, copywriting, proofreading and editing.

EDUCATION

BFA in Graphic Design from the Academy of Art University in San Francisco, 1988.

REFERENCES

Available on request.