



BETSY EHLEN HALL

ADVERTISING & DESIGN

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EMPLOYMENT

FREELANCE ART DIRECTOR

August 1998 to Present

Providing creative services for clients, focusing on medical, pharmaceutical, financial, and hospitality sectors. From the strategic and conceptual stages through design, copywriting and final production. Visually communicating brands creatively and effectively in print and digital projects including collateral, presentations, advertising, and social media.

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: medical, financial, food and wine, foodservice, retail, 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, and project management throughout to maintain timelines while adhering to budgets.

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.

**ADDITIONAL
SKILLS**

Effective verbal and written communication, problem-solving, organization and time management, attention to detail, leadership, initiative, reliability.