

BETSY EHLEN HALL

advertising & design

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EMPLOYMENT

FREELANCE ART DIRECTOR

August 1998 to Present

Providing all the creative services of a small ad agency or design firm, either collaboratively or solo. From the strategic and brainstorming stages through design, copywriting and production. Every client and every project is different, and I enjoy the diversity of the processes, and the creative challenge of each. I strive to create printed messages crafted through strong creative and sound strategy that are clear and adhere to the core idea.

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 gave me the opportunity to oversee all aspects of my projects, following each job closely through its final production.

FREELANCE ART DIRECTOR

August 1993 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 1993

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 typesetters, 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 copywriting, proofreading, editing and project management.

EDUCATION

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

REFERENCES

Available on request.