

# Alison Haller

## Creative/Art Director

- Email me on Indeed: [indeed.com/r/Alison-Haller/dd5ca0925246c978](https://www.indeed.com/r/Alison-Haller/dd5ca0925246c978)

Feel free to check out my work at <http://ajh-designs.squarespace.com/>

Willing to relocate: Anywhere

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### **Creative Director**

State of Michigan - Lansing, MI - October 2014 to Present

Full responsibility for establishing and maintaining the MSHDA brand in all print/interactive platforms

Quick to advance from idea to action

Create marketing messaging, content and concepts for full-campaigns and strategies for the Authority

Serve as ad agency liaison in marketing material development and ROI. Review agency billings and record asset delivery.

Collaboration and lead with MSHDA's advertising agency

Lead monthly marketing meetings to educate and update on MSHDA's marketing/branding strategies and how it affects them

Communicate and market to all B2B and B2C audiences

Manage projects, assign task and manage workload for graphics team

Consult/coordinate MSHDSA events

Approve event/conference material production before final execution, manage timelines, resources, and relationships. Provide coordination and planning for event

2014-2016 Michigan Economic Development Corporation:

Support the MEDC, State of Michigan, and Pure Michigan (Travel) campaigns with all creative and marketing needs

Lead for website and digital creative for [www.michiganbusiness.org](http://www.michiganbusiness.org) and all social media outlets (Twitter, Facebook, and LinkedIn)

Sole responsible for monthly updates of internal supporting collateral (HR, Executive team, etc.)

Lead creative working directly with internal clients, programs, and B2B markets

Work with executive team directly on monthly PowerPoint templates and displays for both leadership and Governor Rick Snyder.

Collaborate with copywriter, videographer, account executives, external agencies and vendors to create quality products for customers

### **Senior Graphic Designer**

Nottawaseppi Huron Band of the Potawatomi - Grand Rapids, MI - October 2013 to April 2014

Operate as lead creative for Communications Department. Responsible for creating all NHBP design pieces for internal and external audiences. Developed and implemented branding and style guide for NHBP. Art direct enterprise on marketing and communication strategies.

### **Senior Graphic Designer (Contractor)**

Children's Medical Center of Dallas - Dallas, TX - April 2013 to September 2013

In charge of creating all CMC marketing and advertising collateral pieces within the hospital and the community. Support the brand identity of the hospital both internal and external.

Responsible for the creation of online visual design, including typography, visual concept, logo and icon design for the Internet and interactive platforms.

Communicate and coordinate with the information architect, writer and account executive to ensure that the visual design communicates the desired message, and functions successfully for varying technical and performance specifications.

### **Graphic Designer and Project Manager**

Pacific Interpreters - Dallas, TX - May 2012 to April 2013

- Manage vendor relationships; Place print orders; assure all printed items meet quality standards and are priced within budget, source and order SWAG/giveaways with correct company branding as approved by the Marketing Director.

- Work with Marketing team to enforce consistent branding, including templates, tag lines, and logo usage; Develop brand guidelines and usage standards, maintain correct color palette and develop appropriate accent colors.

- Work with IT and the Marketing department to ensure branding, style and images are up-to-date on public website, interpreter portal, and customer portal.

- Develop a consistent brand image across all facets of marketing; Single look-and-feel from advertising, to website, to printed materials, refresh ad campaigns annually, create brand image and taglines consistent with overall marketing strategy and key messages.

- Develop marketing literature, in collaboration with the Marketing team. Format materials as appropriate, ensuring consistency with company brand; demonstrate ability to lay out text in various languages; Product sell sheets, corporate brochures, post-sale implementation materials and training materials, Newsletters - monthly interpreter newsletter, in-process employee newsletter.

- Manage inventory of printed materials and order as necessary, per budget.

- Design and place advertising as needed for conferences, printed and electronic publications, and recruitment (in both U.S. and Latin America).

- Maintain uniform communication tools (fax sheets, email signature, letterhead, and other communication materials) for all company users.

- Provide formatting/layout support for documents drafted by other departments.

### **Graphic Designer**

Weatherford College - Weatherford, TX - February 2011 to May 2012

Duties: In charge of design for print advertisements, school publications, web banners, logo design for events, t-shirt designs, & vinyl. Speak for creative department on behalf of ideas for campaigns & campus growth.

### **EDUCATION**

#### **BFA in Fine Arts**

University of Texas - Arlington, TX  
2008 to 2011

#### **MA in Integrated Marketing Communications**

Eastern Michigan University - Ypsilanti, MI  
2016

### **SKILLS**

Adobe Creative Suite, Microsoft Outlook, Excel, Powerpoint. PC & Mac experience, xHTML, HTML, Wordpress, Project Management, Vendor Management, Branding Identities, Marketing Strategies, Pardot, Salesforce, Multiple blogging and social media platforms, Photography

### **LINKS**

<https://ajh-designs.squarespace.com/>

### **AWARDS**

#### **NCMPR - District 4 - Bronze Medallion Award**

March 2011

- Weatherford College Homecoming postcard designed by myself.

#### **NCMPR - District 4 - Gold - Medallion Award**

June 2012

Awarded on work done for Weatherford College's Viewbook

#### **NCMPR - District 4 - Silver Medallion Award**

June 2012

Weatherford College "Peach Pedal" Postcard and Event Design

#### **NCMPR - District 4 - Silver Medallion Award**

June 2012

Weatherford College Advertising Campaign

**NCMPR - District 4 - Silver Medallion Award**

June 2012

Weatherford College Theatre Production "Puss N Boots" Concert poster