

Jawansa

Hall

Art Director | Brand Advisor | Graphic Designer



CAREER OVERVIEW

As an accomplished art director and graphic designer with over 15 years of experience, I leverage a diverse background in creative problem-solving to infuse each project with a distinctive energy. My collaborative approach emphasizes passion and inclusivity, enabling cohesive brand building and messaging across diverse channels. I stay abreast of the latest design trends and technologies, consistently pushing the boundaries of visual storytelling. My core objective is to transform the client's vision into compelling and effective designs, establishing a deep connection with the intended audience.

CONTACT INFO



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Location
Virginia

EDUCATIONAL INFO



**Bachelors of Fine Arts:
Studio Art & Graphic Design**
Virginia Intermont College



**Certificate of Continuing
& Professional Studies:
Digital Marketing & Chat GPT**
University of Virginia



WORKING EXPERIENCES

Jan 2022 – Present

Marketing & Branding Consultant

Small Business Development Center of Central Virginia

Key Responsibilities :

- Coordinated and delivered presentations on variety of subjects.
- Communicated and worked with over 22 community organizations, building a diverse network of clients, customers and partners.
- Advised on branding, communication techniques, and other relevant marketing issues for over 120 clients.

Sep 1, 2015 – Present

Owner & Art Director

Blackwater Branding

Key Responsibilities :

- Assembled and launched a long-term marketing campaign for a minor league baseball team. Consequential effects of this outcome was an impressive 40% surge in walk-up ticket sales.
- Over the course of multiple years, I successfully led a small, dynamic team of five individuals through a combination of in-person and remote based projects. My leadership approach was rooted in effective communication, adaptability, and fostering a cohesive team dynamic.
- Oversaw and structured content creation and email marketing for high-luxury leather company leading to a \$40K jump in online sales over holiday season.

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AREAS of EXPERTISE

- Leadership Skills
- Campaign Execution
- Client relations
- Project Management with Asana
- Team work & Leadership Building
- Content Creation & Management
- Brand Identity & Strategy

AWARDS

- 2015
Top 40 Under 40
- 2017-2022
Best Marketing Agency
- 2019
Graphic Designer of the Year

HOBBIES & INTEREST



Biking



Cooking



Photography



Movies



Gaming



Placemaking



WORKING EXPERIENCES (Continued)

May 1, 2013 – Aug 1, 2015

Senior Graphic Designer

Dayrich Enterprise

Key Responsibilities :

- Developed and implemented brand strategies based on individual client needs. Leveraged my creativity to identify new ways of increasing online presence and engagement.
- Managed numerous projects simultaneously while meeting small budgets and tight deadline requirements.
- Collaborated with art director and marketing team to develop strategies, creative concepts, and designs for marketing projects and campaigns.

Apr 5, 2008 – April 30, 2013

Junior Graphic Designer

The Design Group

Key Responsibilities :

- Assisted senior designers by conducting research, brainstorming ideas, and contributing to design concepts.
- Continuously improving design skills to ensure relevancy.
- Created designs and visual elements for diverse media such as websites, social media, and print materials, including logos, layouts, icons, and illustrations, resulting in effective brand messaging.



PROFESSIONAL SKILLS

Software and Social Media Skills

Adobe Photoshop



Asana



Adobe Illustrator



Instagram



Adobe Indesign



Facebook



Canva



CAREER HIGHLIGHTS

- ✓ Established an award winning marketing/branding agency
- ✓ Constructed a total rebrand of a minor league baseball team (Lynchburg Hillcats) leading to 40% increase in walk up sales.
- ✓ Art director/muralist for city's first interactive placemaking project.
- ✓ Overseeing the production and art direction for a culinary segment featuring Top Chef Chris Scott.
- ✓ Selected by the Small Business Development Center of Central VA as a Marketing & Branding Advisor.

References are available upon request



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With a rich tapestry of 15 years in the creative realm, I bring not only a wealth of design expertise but also a diverse background in creative problem-solving that sets me apart.

My journey as an art director and graphic designer has been marked by a multifaceted approach to addressing challenges. My experiences have exposed me to a myriad of creative dilemmas, each demanding a unique perspective and solution. Whether it's conceptualizing innovative branding strategies, overcoming design constraints, or ensuring seamless integration of diverse ideas, my ability to navigate these complexities has been a hallmark of my career.

My diverse background in problem-solving is not just about finding solutions; it's about uncovering opportunities within challenges. It involves blending creativity with analytical thinking, allowing me to approach projects from unconventional angles, resulting in fresh and impactful design solutions. This background has not only sharpened my skills but has also fostered adaptability, enabling me to thrive in varied environments and industries.

In addition to my problem-solving prowess, my collaborative approach emphasizes passion and inclusivity, enabling me to foster cohesive brand building and messaging across a wide spectrum of channels. I am deeply committed to staying abreast of the latest design trends and technologies, consistently pushing the boundaries of visual storytelling.

I am genuinely excited about the prospect of bringing my unique problem-solving perspective, creative passion, and dedication to excellence to your brand. Thank you for your consideration, I am looking forward to this amazing opportunity.

With Kind Regards,

Jawansa Hall