

Jawansa

Hall

Creative Director | Brand Advisor | Graphic Designer



CAREER OVERVIEW & CLIFTON STRENGTHS

As an accomplished creative 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.

TOP FIVE CLIFTON STRENGTHS: Strategic • Relator • Individualization • Ideation • Developer

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

2024 – Present

Creative Director of Marketing & Communications
University of Lynchburg

Key Responsibilities

- Leads institutional creative strategy and brand execution across enrollment, advancement, athletics, academics, and campus initiatives—ensuring a consistent, high-quality public presence.
- Directs design, content, and campaign development from concept to launch, translating leadership goals into clear messaging, visuals, and deliverables across print, web, email, and social.
- Establishes and enforces brand standards (logo usage, typography, layout systems, and templates) to reduce inconsistency and protect the University's visual identity at scale.
- Partners with campus stakeholders to shape campaign objectives, define creative direction, and align timelines—serving as the central point of creative clarity and decision-making.
- Improves creative operations and workflow by organizing intake, prioritization, and review processes to keep projects moving and reduce bottlenecks.
- Leads cross-campus campaign development by building repeatable creative toolkits (templates, lockups, and modular layouts) that help teams launch faster while staying on brand.

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AREAS of EXPERTISE

- Leadership Skills
- Campaign Execution
- Client relations
- Brand Identity & Storytelling
- Team work & Leadership Building
- Content Creation & Management
- Strategy & Concept Development
- Creative Operations & Workflow

AWARDS

- 2015
Top 40 Under 40
- 2017-2022
Best Marketing Agency
- 2019
Graphic Designer of the Year
- 2026
Seeds of Hope Award for
Community Building and
Art Advocacy

HOBBIES & INTEREST



Biking



Cooking



Photography



Movies



Gaming



Placemaking



WORKING EXPERIENCES (Continued)

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 – 2024

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, 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.



PROFESSIONAL SKILLS

Software and Social Media Skills

Adobe Photoshop



Final Cut



Adobe Illustrator



Instagram



Adobe Indesign



Facebook



Canva



CAREER HIGHLIGHTS

- ✓ Established an award winning marketing/branding agency
- ✓ Constructed a total rebrand for minor league baseball team the Lynchburg Hillcats leading to 40% increase in walk up sales.
- ✓ Art director/muralist for city's first interactive placemaking project.
- ✓ Oversaw end-to-end production and art direction for a culinary segment spotlighting Mars Chocolate and Top Chef Chris Scott at Stratford Hall Plantat
- ✓ Lead the creative direction and brand design for a fully interactive orientation experience, ensuring a cohesive visual system across print, digital, and on-campus touchpoints.

References are available upon request