

Jawansa Hall

A creative leader shaping institutions, entrepreneurs, and community brands through refined design systems, strategic storytelling, and high trust creative direction.

Lynchburg, Virginia

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\$901K

70% increase over previous GiveDay donor campaigns

120+

Small Businesses advised through the SBDC of Central Virginia as a brand and marketing consulting.

40%

Increase in walk-up ticket sales for a minor league baseball campaign.

40K

Holiday-season online sales lift for a luxury leather brand.

Education & Tools

Bachelor of Fine Arts

Studio Art & Graphic Design, Virginia Intermont College

Professional Certificate

Digital Marketing & ChatGPT, University of Virginia

Software and Soft Skills

Adobe Creative Suite, Canva, Asana, WordPress, Elementor, Presentation Design, Brand Guidelines, Social Media Campaigns, Video Storytelling, Creative Direction, Brand Strategy, Cross-Functional Collaboration, Client Communication, Strategic Thinking, Leadership, Public Speaking, Relationship Building, Creative Problem Solving & Placemaking.

Experience

Marketing & Branding Advisor

January 2022 - Present Small Business Development Center of Central Virginia

- Advises 120+ small business owners on brand positioning, messaging, content planning, digital presence, and campaign execution.
- Maintains an ongoing weekly advisory relationship with the SBDC, consulting approximately 3 hours per week.
- Delivered workshops and consultations with 22+ community organizations, helping clients translate marketing ideas into clear action.

Creative Director

October 2024 - 2026 University of Lynchburg

- Lead creative direction for marketing, institutional campaigns, and digital assets driving 45K+ views on the 2025 epic brand video.
- Built and maintained cohesive brand presence across print, digital, video, and events. Partnering with leadership, designers, and external vendors.
- Directed cross-functional creative strategy from concept to delivery. Managing teams and vendors producing strong work on brand and on deadline.

Founder & Art Director

September 2015 - 2024 Blackwater Branding

- Founded and led an award-winning agency delivering identity systems, campaign strategy, websites, digital content, print design, and creative direction.
- Led a team of five across in-person and remote creative projects, managing concepts, communication, timelines, and final delivery.
- Built campaigns that contributed to a 40% walk-up ticket sales increase and a \$40K holiday-season online sales lift.

Leadership Philosophy

I lead with clarity, accountability, and a commitment to meaningful creative work. My focus is building teams that communicate well, think strategically, and bring ideas to life with precision and purpose.

Recognition

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