



MORGAN HALL

EXPERIENCE

August 2019 - November 2019 (please see letter of recognition attached)

Marketing Design Manager for Gravy Solutions in Atlanta, GA

As the Marketing Design Manager I plan, develop, and execute all branded marketing and design initiatives for Gravy. This includes designing a wide variety of things across digital and offline media. I help create, grow and protect the Gravy brand narrative, style, and positioning. I ensure that all marketing communications across various channels and departments remain consistent and aligns with strategic marketing goals. This includes leading direction and management of the Gravy website, managing vendor relationships for merchandise orders and working with the VP of Marketing to design a variety of assets for print & digital including emails, landing pages, social media graphics, blog designs, digital ads, iconography and trade show booths. I cross-functionally collaborate with key Sales & Account Management teams to ensure our brand voice remains cohesive and embodies Gravy's mission and values. I work as a self-starter and deliver creative ideas and high-quality work with attention to detail, while running multiple projects at once and meeting deadlines.

January 2019 - August 2019

Manager of Brand & Design for the Atlanta Track Club in Atlanta, GA

In my role as the Manager of Brand & Design, I oversee all applications of Atlanta Track Club's brand and registered marks by the organization itself and by licensed partners. I also ensure the proper application of brands and marks Atlanta Track Club is licensed to use. I am responsible for the concept, design and creation of all look and feel elements of Atlanta Track Club events, programs and initiatives. This includes but is not limited to signage, apparel, medals, race numbers and advertisements. I oversee the hiring and direction of all freelance photographers and videographers and serves as the photo editor for Atlanta Track Club's monthly magazine, Wingfoot.

January 2017 - January 2019

Graphic Designer & Marketing Coordinator for The Macallan Group, LLC in Atlanta, GA

I am the sole graphic designer (outside of my boss) for a combination of 8 different companies within The Macallan Group. I provide internal and external graphics such as, but not limited to, websites, stationery, overall branding, social media (FB, Instagram, LinkedIn, Twitter), banners, brochures, RFQ/RFP Packages (Request for Qualifications/Proposals), bid documents, real estate and construction signage, email templates, analytics, presentations, iconography etc. I also assist in progress and final photography for project in the Custom Homes Department and handle the post production editing processes as well. Day to day, I work with the VP of Marketing for direction, team work, critique, feedback, and everyday conversation. She is an incredible person to work for, as her managing techniques, general knowledge & experience have taught me so much. Plus, she is just great to chat with about life over coffee.

February 2015 - Present

Freelance Designer in Atlanta, GA

I design for individual and outside projects, specifically in stationery, invitations, weddings & events.

February 2016 - August 2016

Art Director for White House Advertising & Design in Alpharetta, GA

I research and create design concepts for various clients. I develop brand identities, campaign projects and create original logos. I direct and manage projects for key clients in diverse industries; as well as design and execute unified promotional material. I develop page layouts and newsletters, primarily for companies in the health and wellness industry. I manage pre-press processes and production as well as assist in direction for in-house photo-shoots.

January 2014 - February 2015

Package Designer for Kids II, Inc in Atlanta, GA

I coordinate and manage the aesthetic of packages regarding structure, graphics, copy, layouts, photography, illustration, and branding. I conceptualize ideas with a packaging team and other departments in order to prepare and present packaging mock-ups and release packages to outside vendors, resources, and overseas plants.

EDUCATION

BFA in Graphic Design

December 2013

Auburn University

Auburn, AL

SKILLS

Adobe Creative Suite

Microsoft Office

Art Direction

Photography Direction

Marketing Strategy

Social Media Development

INVOLVEMENT & AWARDS

GDUSA American Package

Design Winner of 2015

AIGA Member of the Atlanta

Chapter & Auburn University

Student Chapter

Auburn University Alpha Lambda

Delta

Auburn University Phi Sigma Pi

National Honor Fraternity

Auburn University Graphic

Design Class Representative for

the Student Advising Council

CONTACT

678.372.0034

mdh0015@gmail.com

morgandanielle.com



November 25, 2019

To Whom It May Concern:

Please consider this letter to be my strong recommendation for Morgan Hall. During the time Morgan worked for Gravy, she always showed genuine concern and commitment for her work and the welfare of the client and the team.

Morgan works hard to problem solve and is effective at finding solutions. She often would take it upon herself to work on a solution before asking for guidance from a manager. We appreciated her initiative in this way.

I appreciate her willingness to hear and receive positive and constructive feedback. She was always open to a conversation about areas of improvement and then applying the learnings. She strives to be her best.

Above all, Morgan was a "team player" and willing to help where needed. It is with strong confidence that I recommend Morgan for any position that she feels matches her career objectives and skills. Your organization will benefit by her valuable contribution.

If you have any further questions, please do not hesitate to contact me. I will be more than happy to discuss Morgan's suitability for your company.

Sincerely,

Britton Clark
Payment Saver LLC, dba Gravy
britton@gravysolutions.io