MIKE HALL

CREATIVE MANAGER · DESIGN LEADERSHIP

CONTACT

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SKILLS

LEADERSHIP

Creative Management
Contractor Management
Project Management

DESIGN

UX Design
Social & Email Design
Video Editing
Book Layout & Illustration

TOOLS

Adobe Creative Cloud
Figma & Sketch
Webflow
WordPress
PowerPoint

CERTIFICATIONS

Google Analytics Platform Principles

NEXTGEN Center: The Foundation for Effective Leadership Program

Google Foundations of User Experience

Webflow 101 Certification

EDUCATION

ECPI University
Creative Design
Graduate, 2007

PROFILE

Creative leader with 19 years in marketing and advertising, specializing in creative management. Oversees designers and contractors, owns the creative process and production, and stays hands-on across digital, print, web, and video.

EXPERIENCE

Creative Service Manager

Adwerx | **2016 – Present**

- Lead designer; oversee all creative output and manage the design contractors.
- Design one-sheets, presentations, client reports, and social and web ads.
- Edit video and administer the company website in Webflow.
- Run project management for design requests across the team.

Production Designer

Escapist Magazine / Defy Media | **2015 – 2016**

- Partnered with editorial on social graphics for The Escapist and EveryJoe articles.
- Created branding for other Defy properties, including Addicting Games and Smosh.
- Contributed to website layout and photography as needed.

Production Manager

Good Idea Designs / Job Finder USA | **2013 – 2015**

- Managed most graphics client requests and allocated work across the design team to keep production on schedule.

Graphic & Web Designer

Imp Designs | **2012 – 2013**

- Delivered branding and print design for clients including Spectrum, CPI Security, and HBO, from draft to final.
- Handled web development: wireframing, design, and content management in Expression Engine, HTML, and CSS.

Production Manager

Job Finder USA | **2007 – 2012**

- Managed layout, coordination, and design of bi-weekly, multi-market publications.
- Worked daily with sales representatives to position and prioritize advertising; tracked client and sales data in Excel.
- Built banners and published job listings for the company website.