



JORDAN HALL

A digital creative director with six years of experience specializing in UX design, brand graphics, and social media asset creation. A proven track record of designing engaging newsletters, social graphics, and other brand assets for health care clients to increase user engagement. Adept at collaborating with key organization stakeholders in marketing, sales, site development, and leading large-scale branding initiatives.

CONTACT

email@example.com

(123) 456-7890

City, State Abbreviation ZIP code

LinkedIn | Portfolio

KEY SKILLS

Adobe Creative Suite

Branding

Digital advertising

Graphic design

Visual communications

CERTIFICATIONS

Adobe Certified Professional, Certiport,
2017

RELEVANT EXPERIENCE

Digital Creative Director

Enterprise Healthcare, Atlanta, GA | August 2021 - present

- Coordinate with creative teams and marketing departments to deliver brand assets for web pages, mobile applications, and digital campaigns that contribute to over \$1.2 million in annual revenue
- Spearhead a successful rebrand, which contributed to a 40% increase in new business
- Oversee digital marketing and social media campaigns, leading a team of over 15 marketing specialists, graphic designers, and UX designers

Associate Creative Director

Blue Eagle Marketing, Atlanta, GA | Feb 2017 - June 2021

- Developed new and enhanced creative projects, including visual assets, corporate communications materials, and social media assets for client accounts valued at \$1.5 million and up
- Coordinated with client stakeholders and external freelance content teams of more than 25 to develop cohesive brand aesthetics across platforms
- Executed a complex rebrand with a fintech startup that led to a 72% increase in user engagement

EDUCATION

Bachelor of Arts (B.A.) Marketing,

Emory University, Atlanta, GA | August 2012 - May 2016