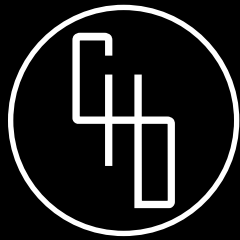


CALEB HALL DESIGN



CALEBHALLDESIGN.COM

CALEBHALLDESIGN@GMAIL.COM

205.602.2127

SKILLS

INDESIGN



PHOTOSHOP



ILLUSTRATOR



PREMIERE PRO



AFTER EFFECTS



AUDITION



HTML5 / CSS



EDUCATION

University of Alabama

Bachelor's Degree in Advertising

Graphic Design Minor

August 2006–December 2010

ABOUT ME

I learned early on how to be relied on and build an outstanding creative team who work together for a common goal. I quickly realized I could also use my talents as an independent contractor. I am a hard worker and strive to find creative solutions to any problem. But, this is only a resume so check out my site for my portfolio, as well as, demo reels featuring directing, editing, and color correction.

CAREER (11+ YEARS)

Freelance | CALEB HALL DESIGN & CHD STUDIOS

November 2011 – Present

- Working as a Designer and Video Editor
- Founded apparel brand **Woke Up West** in 2017

Video + Design | SEED FACTORY MARKETING

Advertising & PR Agency

April 2018 – April 2021

Responsible for capturing and editing videos for clients and internal use. Involved in all video production, from development to post-production, including corporate ads, testimonials, and short films. Worked with a team designing brand identities and guidelines, logos, ads, infographics, collateral, social media, emails, and websites for a multitude of clients.

- **Assistant Director** - Assisted in planning, production schedule, wrote scripts, developed/illustrated storyboards, assisted in set dressing, created shotlists, & assisted with practical & creative visual story telling
- **Editor** - Manipulated footage to create smooth & logical sequences, incorporated Creative Director and Client feedback; Created animated videos, green screen keying, graphic effect overlays, & responsible for all special effects in post-production; Created narratives from testimonial interviews
- **Colorist** - Responsible for color correction and color grade; Color palette of all videos; Worked predominately in Rec. 709 color space
- **Camera Operator** - Handled technical aspects of video production, worked with Creative Director to determine creative framing and lighting techniques
- **Sound Mixing** - Responsible for sound design, effects, and mastering; Recorded dialog & foley audio; Responsible for music selection and editing
- **Technical** - Managed all video file structures, codecs, and workflows; Selected and operated video equipment (camera, lenses, audio, lighting, etc.)

Video & Art Director | FIXTERS.COM

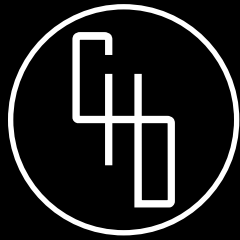
Fix & Flip Software Company

October 2016 – March 2018

Responsible for creating all video production and post-production. Created Corporate Identity, brand standards and guidelines, all ads and collateral, public facing website, and software layout and UI/UX working directly with the CEO and COO.

- Directed, shot, and edited Fixters web-series, *Freshman Flips*
- Company photographer and videographer
- Shot, edited, color corrected, and distributed all videos in required formats
- Oversaw creation of advertising, emails, and social media
- Created layout, UI, and UX for public facing site and UI for Fixters Software
- Selected and operated camera, lenses, audio equipment, and lighting equipment
- Maintained film equipment and managed / archived files onto a backup system

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ACCOLADES

Marketing Team of the Year
The 2015 Folio: Marketing Awards
Bonnier Corp. Active Interest Network

Awarded Marketing Team of the Year
MIN Integrated Marketing Awards
Active Interest Network (AIN)

Finalist for New Event Program
MIN Integrated Marketing Awards
(Supra Boats Pro Wakeboard Tour)
Bonnier Audience Acceleration

PASSIONS

DESIGN
FILM
PHOTOGRAPHY
ART
MUSIC

CAREER CONT.

Senior Graphic Designer | BRAND IRON

Branding Agency
May 2016 - October 2016

Responsible for creating branding and marketing solutions for a number of different clients directly under the CEO and COO. Successfully, launched and/or rebranded multiple companies under tight deadlines. Seamlessly transitioned between roughly 4-7 projects/clients daily.

- Lead and managed a team of designers, copywriters, and web developers
- Presented branding concepts and strategies to clients weekly
- Created and oversaw agency marketing materials
- Created corporate identities, branding systems, capital raise decks, advertising, web design, print design, and packaging design

Marketing Designer | BONNIER CORPORATION

Multi-Media & Publishing Group
February 2015 - April 2016

- Developed, executed, and managed marketing materials and client campaigns across over 30 brands
- Managed the projects, design and production of AIN marketing initiatives that ensured consistent branding across all media (print & digital)
- Moved quickly and comfortably between multiple projects, managing them from conception to completion
- Art directed a nominated United States Coast Guard campaign

Graphic Designer | CAPSMITH, INC.

International Headwear Apparel Distributer
October 2012 - June 2014

- Designed, managed, and conceived all ad and tradeshow materials
- Product photography and catalog design from conception to printer
- Maintained full functionality of website and emails

Art Director | TRIBE, INC.

Internal Communications Ad Agency
January 2011 - November 2011

- Designed presentations, event materials, brochures, logos, and websites
- Worked with clients such as Coca-Cola, Porsche, Chic-fil-a, and UPS
- Maintained social media aspects of company including photography and blogs

JUST ASK THEM

ROB TERRANOVA
President & COO
Fixters.com
Denver, CO
303.902.4197

JENIFER KRESGE
Creative Director, AIN
Bonnier Corporation
Winter Park, FL
407.628.4802

ELIZABETH BASKIN
CEO and President
Tribe, Inc.
Atlanta, GA
404.256.5858

LET ME SHOW YOU.