

# Halley Elliott

halleyelliott.com (616) 881-1384  
halley.belliott@gmail.com  
Chicago, IL

## About Me

---

I am a communication designer with over 2 years of experience and a passion for graphic design, branding, social media, and marketing. My skills include Adobe Creative Suite, Word Excel, PowerPoint, strategic planning, marketing analytics and digital organization. I am a proud Michigan Wolverine and own over 70 antique phones.

## Professional Experience

---

### **The Herd Agency - Feb 2023 - Present** **Marketing Manager**

- Design visuals for four accounts, including assets specifically for social media campaigns and website placements.
- Collaborate with clients to build assets that align with brand guidelines and follow digital best practices. Coordinate creative reviews, implement feedback, and meet weekly deadlines for creative handoff.
- Work with CEO to brainstorm new concepts and initiatives to meet brand objectives. Work cross-functionally with multiple designers to ensure accuracy in copy and creative assets launched on Instagram, Facebook, and LinkedIn.
- Utilize knowledge of cultural trends and engagement metrics to launch strategic initiatives such as the "Before and After" series, resulting in a 119.5% increase in account engagement.

### **Trimper Gallery - Greenwich, CT - May 2022 - Aug 2022** **Sales and Marketing Intern**

- Collaborated with a team to develop an exhibition featuring Keith Haring, Tyler Shields, and Linling Lu at the Hamptons Fine Art Fair. Researched and discussed pieces with potential buyers and assisted in executing sales.
- Expanded the client database, maintained inventory, conducted comprehensive research, and curated content for gallery's website.
- Built a presentation from original concept to final implementation to pitch an exhibition of exclusively LatinX artists.

### **Quantum Wealth Strategies - May 2022 - Aug 2022** **Brand Strategist Intern**

- Designed visuals that ensured a uniform brand presence across Instagram, Facebook, and LinkedIn.
- Strategized and designed creative solutions for customer loyalty such as a quarterly newsletter sent to hundreds of readers.
- Managed production process for promotional videos, including editing videos, optimizing messaging, and aligning content to brand guidelines and best practices.

## Leadership Experience

---

### **University of Michigan, Alpha Theta Delta Professional Design Fraternity - Feb 2023 - Jan 2024** **VP of Marketing**

- Managed all aspects of content strategy, including the execution of marketing and promotion campaigns, fostering a dynamic and an impactful digital presence.
- At the end of my term, our following increased 48.4%. The account reached 4,000+ unique users, illustrating the impact of my social media strategies and reach of our digital presence.

### **University of Michigan, AI+Art Symposium - Feb 2023** **Founder**

- Assembled a distinguished panel of design executives, University of Michigan professors, computer engineers, and art students. Facilitated a discussion of evolving technologies and cutting-edge strategies for critical issues on the future trajectory of AI and its impact on the field of art.

## Education

---

**University of Michigan, Stamps School of Art and Design, BFA** GPA: 3.88

**Graduation Date:** May 2024

**Awards/Honors:** James B Angell Scholar (2x), William J. Branstrom Prize, University Honors (6x), Dean's List (3x)

## Certifications

---

- Artificial Creativity: Coursera (Parsons School of Design)
- Marketing Analytics with Meta: Coursera
- Google Analytics Course (In Progress)