

Julia Hall Jacobs

(256) 616-1128

jhallcreative.com

New York, New York

WORK

theSkimm

Designer, SKM Lab/Sales

Mar 22 - Dec 23

Brainstormed with brand strategists to bring advertising campaigns to life from concept to execution

Led the production of the 2023 Holiday commerce tentpole

Brought a food and bev video series, Savored, to life through branding, prop sourcing, and art direction on set

Led the design and production of campaigns for high-profile clients, including Netflix, Apple, TaxAct, and Glassdoor

Evolved the brand through regular updates to sales materials, including keynote presentations, mockups, and data visualizations

Collaborated across teams to set and manage timelines

The Daily Beast

Designer, Brand Strategy/Marketing

Aug 21 - Mar 22

Junior Designer, Brand Strategy/Marketing

Apr 19 - Aug 21

Led the design and production of all interactive branded content using Ceros

Redesigned the company's social media templates; In under a year after launch, Instagram gained 100,000 followers and grew engagement by 50%

Managed simultaneous projects across different brands such as HBO, Showtime, and Verizon

Ensured all marketing and sales materials followed the established brand guidelines

9thWonder

Art Direction Intern

Aug 18 - Feb 19

Gained experience in storyboarding and OOH design while working on the Direct Energy account

Alabama Football

Design Intern

Aug 17 - Jan 18

Learned to excel in a fast-paced environment while conceptualizing and producing custom recruiting graphics

SKILLS

Figma

Illustrator

Photoshop

After Effects

Premier Pro

Ceros

Pitch

Liveclicker

Keynote

EDU

University of Alabama

B.A. in Communication and Information Science

Advertising + Minerva Creative Portfolio Program

GPA: 3.95