

Hallie Gornall

Creative strategist skilled in content development, editorial planning, social video production, and cross-functional collaboration. Experienced supporting B2B storytelling, SEO-aligned content, and multi-platform visual asset creation.

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AGENCY EXPERIENCE

Timlin Creative Consulting, Remote — *Creative Strategist*

JUNE 2025 - OCTOBER 2025 (Contract)

- Created infographic carousels, video assets, and short-form edits to support social strategy.
- Implemented new editing style resulting in **+3,537% engagement** and **+1,805% video views**.
- Conducted trend and competitor research to inform content direction.

JV Studios, Chicago, IL — *Digital Media Producer*

JUNE 2025 - PRESENT (Contract as needed)

- Designed and launched a Shopify site for a B2B client, developing SEO-driven copy and custom motion graphics to elevate presence.
- Supported creative ideation, storytelling, and pitch development for video advertisements.

SKILLS

- Editorial Calendars
- Social Video Creation
- Visual Asset Creation
- SEO Basics
- Cross-Functional Collaboration
- Story Telling
- Presentation + Deck Development
- Asset Organization

OTHER RELEVANT EXPERIENCE

Kent State University, Kent, OH — *Content Coordinator*

JANUARY 2025 - DECEMBER 2025 (Contract)

- Led a special-edition alumni newsletter and wrote research-center case study copy viewed by community, donor, and industry audiences.
- Wrote case studies, press materials, and SEO-driven social & web copy.
- Oversaw social content scheduling and managed deadlines.

Platforms & Software

- Google Suite
- Canva
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Shopify, Wix, WordPress
- Google Analytics
- TikTok Editor

FOX 8, Cleveland, OH — *Content Creator*

JUNE 2025 - JUNE 2025 (Contract)

- Filmed and edited TikToks/Reels using current audio, formats, and storytelling style while ensuring station voice and identity.

PASSION PROJECTS

Mock AD Creators of Chicago, Founder - Manage a 100+ member creative group producing mock campaigns and concept work.

Certifications

- SEO
- HubSpot
- Valid April 2025 - May 2026

EDUCATION

Kent State University, Kent, OH — *B.A. Communication Studies, Minor in Digital Media Production*

AUGUST 2020 - MAY 2024