

HALLIE GORNALL

CREATIVE STRATEGIST

CONTACT

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CREATIVE TOOLKIT

Adobe Creative Suite
Figma
Canva
Shopify
Meta Ads Manager
Google Analytics
Microsoft 360

CORE COMPETENCIES

Creative Strategy
Art Direction
Campaign Development
Brand Storytelling
Presentation Design
Client Collaboration

CERTIFICATIONS

Drupal 1

Drupal | February 2024

SEO I

HubSpot Academy | April 2025

EDUCATION

B.A. COMMUNICATION STUDIES, MINOR IN DIGITAL MEDIA PRODUCTION

2020-2024 | Kent State University

Undergraduate Research Symposium, 2024

Study Abroad, 2023: Florence, Italy (Film, Branding, Storytelling)

Kent State Cheer Team, 2020 – 2022

PROFESSIONAL PROFILE

Versatile and visually driven Creative Strategist with experience developing brand and content strategies across broadcast, digital, and live-event media. Skilled in transforming marketing objectives into data-informed creative concepts that engage audiences and drive measurable impact. Known for strong collaboration, presentation, and storytelling skills across multidisciplinary teams.

CONTRACT EXPERIENCE

PRODUCER & WEBSITE DESIGNER - JV STUDIOS

June 2025 – Present | Chicago, IL (Hybrid)

- Produced branded video content for YouTech, collaborating with executive talent and directing on-set creative continuity
- Supported storytelling for Donco Recycling Solutions, coordinating interviews with three generations of leadership for a documentary-style promotional film
- Designed and launched a Shopify website for TK Marine & Fabrication, a boat manufacturer, developing brand-aligned visuals, SEO-driven copy, and a motion graphic homepage banner to enhance brand presence

CREATIVE STRATEGIST & CONTENT PRODUCER - TIMLIN CREATIVE CONSULTING

June 2025 – Present | Denver, CO (Remote)

- Concepted and executed social media campaigns for Optimal Health Medical Group, a physician-led hormone clinic, achieving +3,537% interactions and +1,805% video views within one month
- Unified brand identity and developed content strategy for Timlin & Rye, a boutique law firm, expanding audience reach and improving brand cohesion
- Designed creative decks, wrote copy, and produced short-form videos for TikTok, Instagram, and paid ad campaigns

DIGITAL CONTENT PRODUCER – FOX 8 NEW DAY CLEVELAND

January 2025 – August 2025 | Cleveland, OH (In-person)

- Produced and directed TikTok- and Reels-style content using trending formats to increase viewer engagement
- Collaborated with producers, creative directors, and on-air talent to deliver behind-the-scenes storytelling aligned with station branding
- Partnered with creative leadership to develop and present content strategies that aligned with brand objectives and current trends

COMMUNICATIONS COORDINATOR – KENT STATE UNIVERSITY

May 2024 – December 2024 | Kent, OH (Hybrid)

- Led creative marketing initiatives for a public health research center, managing branding, content, and digital communications
- Directed social media and web projects, including a complete Drupal website redesign that improved UX and SEO
- Developed and presented a “Uses of AI” training guide for staff to streamline creative workflow
- Created newsletters, articles, and donor communications published on the Kent State University website

Selected Clients: YouTech · Donco Recycling Solutions · Optimal Health Medical Group · Timlin & Rye