

# Earl Hallman III

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## From equine to retail, fine dining to financial services, seventeen years of art/creative direction experience.

As an Art Director I have built regional, national and international brands from the ground up to become leaders in their respective industries. I have also worked with existing brands to enhance and continue their identity.

During this time I have been given the chance to work with and learn from some truly giants of industry. It is this knowledge gained, coupled with experience proven across multiple industries and multiple disciplines that sets myself apart in what I provide.

January 2006 - Present

### Art Director

Pacer ETFs/Pacer Financial

Pacer Financial is a full service broker/dealer specializing in marketing & wholesaling of financial services and is the distributor of Pacer ETFs. Pacer ETFs is a 7-time award winning exchange traded fund provider that has been recognized for its client-focused philosophy. In 2 years the firm reached \$1 billion in assets.

- Clientele included: Pacer ETFs, RBS, Aviva USA, Symetra Financial, RevenueShares, and Avatar Associates
- Complete stand alone brand development across multiple communication channels to global brand integration
- Creative direction for Pacer ETF brand "Flat Dynamic" identity
- Overall creative direction of websites, management of outside web development group
- Created art department and core standards

August 2000 - February 2007

### Creative Director/Manager

Winbak Farm/Kitty Knight House

Winbak Farm is one of the largest standardbred breeding farms in the world. Winbak was part of a ownership structure that included The Kitty Knight House, a historic resort.

- Responsible for all advertising both in house and with outside vendors
- Sole graphic designer until 2002, then responsible for oversight of internal art department & outside contractors
- Standardized corporate identity
- Responsible for moving all Kitty Knight House design work to Winbak Farm's art department
- Created & oversaw all marketing campaigns
- Responsible for overall operation of print production
- Responsible for web development team
- One of the 24/7 on-call personnel on farm in case of emergency
- Assisted in management of the Kitty Knight House in absence of the General Manager

## **Education / Skills / Qualifications:**

Bachelor of Science in Graphic Design  
The Art Institute of Philadelphia

September, 2007  
Philadelphia, Pennsylvania

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Adobe Creative Suite 1 through Creative Cloud including but not limited to:

Photoshop 4 through Creative Cloud  
Adobe Illustrator 9 through Creative Cloud  
Adobe InDesign CS through Creative Cloud  
Macromedia Dreamweaver 4 through Creative Cloud  
Macromedia Flash CS3  
Adobe Acrobat & Distiller Professional 4 through Creative Cloud

ExpressionEngine  
QuarkXPress 4 through 7  
EnFocus Pitstop Professional  
Fiery Command Workstation & associated applications  
PS, PCL, Xerox & EFI Fiery based ripping systems, etc.

Microsoft Office 97 through Office 365

Microsoft Windows 3.1/95/98/ME/NT 4 Workstation & Server/  
Windows 2000 Professional & Server/XP Pro/Vista/7 Pro/8/10/  
Windows 2003 Server:  
Standard, Web, Storage and Enterprise/Windows Server 2012  
Apple System 9/OS X.3 through OS X.13

SonicWall Security Systems  
Microsoft Exchange Server 2003/2007  
Lotus Notes/Domino Server 4/6  
Symantec Enterprise Security 8/9/10/Endpoint (v11/12)

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