



hayleyhilldesign.com

Contact

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Summary

Branding Professional and rising designer with over 5 years of marketing & graphic design experience in the entertainment industry. Inspired by all forms of visual art, music, the constructed environment, and the infinite spaces in which they intersect. Fueled by curiosity, creativity & innovation. Successful through intention, drive, & strategy.

Skills

- + Proficient in Adobe Photoshop, InDesign, & Illustrator. Proficient in Asana. Proficient in Excel.
- + Highly proficient in Spanish.
- + Highly expressive & intuitive with project campaigns, in terms of both visual identity and emotional branding.
- + Oriented toward proactive, creative solutions. Interacts comfortably & effectively with clients/external partners.
- + Able to work quickly & successfully in high pressure environments, balancing multiple top priority responsibilities.

Creative Projects

East-Side Flat, Los Angeles
+ residential interior design.

Artesano Casita, Santa Fe
+ residential interior design.

NM Mid-Century Sprinter
+ refurbishment & interior design of vintage 70's era sprinter van.
[coming soon]

Hi Desert
+ designer & brand director for e-commerce business.
[coming soon]

Downtown Abq Flat
+ residential interior design. full home. historic 1920's building
[coming soon]

NE Abq Home Office
+ residential interior design.
[coming soon]

Interior Designer; Graphic Artist; & Brand Specialist

Employment

Events Project Coordinator. Meow Wolf
Santa Fe, NM.
2020

Arts & entertainment group focused on creating immersive & interactive experiences that transport audiences to fantastic realms of story and exploration, through art installation, video production, & live music events. *Privately held.

Dark Palace Denver 2020 project management & festival operations point. Essential scope:

- + Liaised with collaborating installation artists and Events Art Director in art operations planning & logistics.
- + Oversaw asset production for brand creative within website design, video tools, online ads, & physical merchandise.
- + Managed master budget [240 thousand USD], guest list, and master gantt. Facilitated and maintained relationships with stakeholders & clients.

Prior to Employment:

MEOW WOLF / AEG | Supported Art Director + Social Media + Guest Relations, Dark Palace 2019
MEOW WOLF | Supported Art Director + Social Media Assistant, Taos Vortex 2019

Global Marketing Coordinator. Capitol Music Group
Los Angeles, CA.
2017 to 2020

Based in Hollywood, in the iconic Capitol Tower, CMG is an American front line umbrella label owned by Universal Music Group - consisting of Capitol Records, Virgin Records, Motown Records, Blue Note Records, Astralwerks, Harvest Records & more. *Annual revenue: 98 million USD (2019).

Campaigns Included: **Maggie Rogers 'Heard It In A Past Life', Halsey 'Manic', Paul McCartney 'Egypt Station', Beck 'Colors', Troye Sivan 'Bloom' +**

- + Managed & executed on global artist marketing campaigns with holistic strategic planning.
- + Designed artist creative for B2B, internal marketing, and out of home advertising.
- + Project managed quarterly label budgets for individual artists. Managed vendor relations. Oversaw production & pricing of physical and digital releases for both US & ex-US market(s) as applicable.
- + Liaised with artist management, press, & further stakeholders in the planning & execution of artist promo schedules. Organized events such as music listening sessions, artist meet & greets, and fan events.

Director of Marketing. Student Special Events
Albuquerque, NM.
2016 to 2017

+ Designed and led creative & branding for both ASUNM agency & singular event campaigns - encompassing 12 campaigns in total varying from live music, speaking, cultural, & campus life; in addition to weekly music events. Essential scope:

- + **Fiestas Music + Art Festival 2017 project management & branding.**
[12 thousand in attendance.]
- + Allocated spend within annual budget. Planned and executed day-of event logistics.

Education

University of New Mexico. Albuquerque, New Mexico.
2014 to 2017

BLA in Arts Management. International Business & Communication.
Minor in Spanish. **Dean's List, Summa Cum Laude, GPA: 4.17**

Universidad de Costa Rica. San Jose, Costa Rica.
2015 to 2016

Esquela de Arquitectura UCR, Escuela de Artes Plásticas, Escuela de Administración de Negocios, **GPA: 3.96**

UCLA Extension. Los Angeles, California.
2019 to 2020

Architecture & Interior Design Program, Design & Arts Program