

MARK KELLY HALL

415 Tusculum Rd., #D16 • Nashville, TN 37211 • (615) 944-9688 cell • Mark@MarkKellyHall.com

CREATIVE COMMUNICATOR

Seeking opportunities to use verbal, visual and interpersonal skills to convey valuable information in a position offering mentored growth in responsibility and rewards.

- *Experienced user of new & traditional media*
 - *Outstanding writer and a natural editor and proofreader*
 - *Thorough and analytical worker with a passion for maximizing efficiency*
 - *Student of multiple creative disciplines, including art, music, architecture, and basic web design*
 - *Confident teacher & trainer, able to present abstract concepts with clarity, creativity and a sense of humor*
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VISUAL DESIGN & GRAPHICS EXPERIENCE

Brookdale Senior Living (for The Creative Group), Brentwood, TN.

Graphic Designer, 2014 to 2016. Using templates and branding standards as a basis, created and edited advertising layouts including flyers, email blasts, brochures, postcards and collateral materials for the largest senior living provider in the U.S. Edited stock photos and copy as needed. Created basic floor plans.

Professional Reprographics, Nashville, TN.

2nd Shift Lead, 2012 to 2013. Prepared orders to be printed on digital printing equipment, some including variable mail data processes. Produced, bound and packaged printed material. Quoted & tracked orders.

Ricoh (formerly IKON Office Solutions), Nashville, TN.

CSR/Graphic Designer, 2009 to 2012. Provided excellent customer service to local government clients. Received and/or prepared files to be printed on digital and offset printing equipment. Produced, bound and packaged printed material. Quoted & tracked orders. Maintained archived art files for multiple departments.

Sanders Manufacturing, Nashville, TN.

Production Artist, 2004 to 2008. Set up and proofed ad content to be printed on specialty items. Prepared projects for print, employing film-based and direct-to-plate processes. Archived customer art files to server.

WTS Media (then Wholesale Tape & Supply), Chattanooga, TN.

Graphic Designer, 1999 to 2002. Designed, proofed, and printed packaging materials for audio and video cassettes. Maintained customer art files on disk and hard copy.

- *Initiated transition from written to computer-based system for growing department activity log*
- *Helped design functional office layouts for department through two expansion moves*

Quik Print (bought by Allegra), Chattanooga, TN.

Customer Service Representative, 1994 to 1998. Reproduced printed materials for government, corporate and individual customers. Assisted customers. Prepared daily reports and deposits.

MEDIA & PROMOTIONAL EXPERIENCE

Edgehill Studios Café, Nashville, TN.

Marketing Assistant, 2005 to 2007 (part-time). Promoted Music Row café to music industry and general public. Initiated or expanded uses of electronic and traditional media to help establish café as a prime local destination for food, beverages and music. Assisted in printing & graphics services as needed.

- *Built and maintained café website*
- *Wrote radio spots for short-run ad campaign*

Precept Ministries, Inc., Chattanooga, TN.

Recordist/Editor/Copywriter, Production Assistant, Shipping Clerk, 1989 to 1990 (full-time) and 1992 to 2002 (freelance/temporary). Recorded, edited and wrote copy for nationally-distributed radio program hosted by Kay Arthur. Operated video camera for nationally-distributed television programs. Duplicated audio and video cassettes. Picked and packed products for shipping.

- *Designed organization plan for audio and video tape stock vault*
- *Directed music for summer youth camp, 1989*

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INTERPERSONAL/MANAGEMENT EXPERIENCE

Gaylord Entertainment, Nashville, TN.

Facility Host, 2002 to 2007 (part-time/on-call). Provided hospitality during events at the Grand Ole Opry House and the Roy Acuff Theatre by welcoming and seating guests.

Nashville Songwriters Association International, Nashville, TN.

Membership Representative, 2003 to 2004. Fielded questions about NSAI and the music industry via phone, e-mail, and in person. Conducted meetings. Processed membership applications.

- *Assembled and operated well-received multimedia presentation for 2004 Songwriters Symposium*
- *Re-designed select membership materials*

Germantown Road Community Church, Chattanooga, TN.

Songleader, 1998 to 2002 (part-time). Chose and led songs for Sunday morning worship.

Insight Logistics, Chattanooga, TN.

Fulfillment Clerk, 1998 to 1999. Executed day-to-day operations in product fulfillment service for multiple clients, including a media and conference ministry. Supervised part-time and temporary employees.

North American Mission Board, (Southern Baptist Convention), Atlanta, GA.

US-2 Missionary, 1990 to 1992. Directed Baptist Student Union at Southern Oregon State College and Resort Ministries of Siskiyou Baptist Association, Ashland, OR.

- *Supervised two to four fulltime summer missions personnel and local volunteers*
- *Helped plan and conduct two Spring Break student mission projects in inner-city San Francisco*

VOLUNTEER/FREELANCE EXPERIENCE

Music Event Staffing

Have provided staff support in planning, booking, promotion, merchandise sales, crowd control, and preparation of conference materials. Events include NSAI Songwriter's Symposium, Folk Alliance, Americana Conference, Nashville New Music Conference, Chattanooga NSAI monthly regional workshop, and Riverbend Festival.

Music Leadership, Performance & Promotion

Since high school, have led songs and performed solo and in choral groups for a wide variety of people. Venues include churches, coffeehouses, clubs, fairs, festivals, nursing homes, schools, malls and special events. Have secured substantial advance publicity for many of these and other worthy events.

Missions & Other Church-Related Experience

Since college, have been privileged to participate in various short-term ministry activities, ranging from nursery work in the local church to light construction on a healthcare facility for AIDS patients in South Africa.

COMPUTER SKILLS

Platforms: Windows, Mac OSX

Programs: Word, Excel, Adobe Acrobat Pro, Illustrator, Photoshop, InDesign, others

EDUCATION

University of Tennessee, Knoxville, Tennessee

Degree: **B. S. with Honors in Communications**

Major: Broadcasting with a concentration in management

Honors/awards: National Merit Scholarship, Estes Kefauver Memorial Scholarship and Dean's List

BOTTOM LINE

"Love God. Love people. Be real."