

PORTFOLIO
angelabhall.com

CONTACT

☎(872) 588-8635
✉ angela@angelabhall.com

EDUCATION

Master of Arts
Instructional Technology & Design
University of Alabama 2020

Bachelor of Business Management
Marketing
University of Phoenix 2009

CERTIFICATIONS

Applied Project Management
University of California, Irvine
Anticipated completion July 2021

SKILLS

ADDIE, Adult Learning Theory,
Project Management, Needs/Gap
Analysis, Learning Objective
Development, Graphic Design,
Action Mapping, Live/Virtual
Facilitation, Research Writing

TOOLS

Articulate Storyline, Camtasia,
Adobe Creative Suite (Photoshop,
Illustrator, InDesign), Blackboard,
Moodle, Microsoft Office Suite
(Word, Excel, PowerPoint), Google
Office Suite, Zoom, GoToMeeting,
Captive

ANGELA B. HALL

EXPERIENCE

Flycatcher Creative

Freelance design studio providing marketing training and collateral for creative professionals.

Web Designer and Marketing Educator 2012-2020

- Developed, drafted, and presented online workshops for entrepreneurs on topics including sales, branding, digital marketing, and e-commerce.
- Managed brand identity projects from initial brief through fulfillment and support.
- Conceived and created course materials and marketing collateral including workshop materials, infographics, brochures, and flyers.
- Designed blogs, informational websites, online portfolios, and e-commerce websites.

Independence Realty Trust

Tampa, FL

Leasing Professional

2017-2019

- Drafted posters and flyers to drive interest in the community and promote resident events.
- Conducted persuasive sales presentations emphasizing the features and benefits of the community.
- Exceeded individual weekly lease goal by 150% and earned top agent honors twice.

Western International University

Warrenville, IL

Senior Enrollment Advisor

2010-2012

- Collaborated with a cross-functional team to develop a multimedia web portal to educate students about the university's policies and programs.
- Taught one-on-one skill development sessions with at-risk students to bridge deficiencies and ensure their success.

University of Phoenix

Oklahoma City, OK

Enrollment Advisor

2008-2010

- Achieved second course retention rate of 90% while the campus average was 75%.
- Provided outreach to students at risk of not achieving satisfactory academic progress.
- Served as peer trainer and coach to help team members develop rapport and closing skills.