

WALLY HITCHCOCK

251.776.0074

WALLY@THEGREATWALDO.COM

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I'm known for bringing passion to my work: I believe in the products and companies I work with and it shows. That passion also spills over to the office environment. I'm driven to match the right talent for each job and help them evolve their skills to the next level. I find mentoring less experienced creatives one of the most rewarding parts of my job.

At Centerline Digital, I led teams building creative content for IBM, including Watson, Analytics and Security. I also led the design team on the National Instruments digital transformation. In my spare time, I collaborated with an internal team to develop a chatbot for the recruiting team.

I've been directly involved in building creative teams for more than six years and played an integral part in the growth of my former agency through both my creative skills and keen eye for attracting the right talent.

CLIENTS: IBM (Watson, Analytics, Security), National Instruments, Allied Reliability Group, Hard Rock Hotel & Casino, Hard Rock Rocksin Northfield Park, Hilton, Hibbett Sports, Southern Comfort, Eldorado Resorts, Cherokee Casinos, Wind Creek Hospitality, Jack Daniels, Full Sail University, First Community Bank, University of Alabama, Burger King, Hardees, Hangout Music Festival, Southern Light and Blue Cross Blue Shield of Alabama

CATEGORIES: Technology, Casinos, Entertainment, Hospitality, Food & Beverage, Retail, Magazine, Real Estate, Health Care and Education

SKILLS

- Lead creative in branding, promotional campaigns and content creation for digital and traditional media
- Develop and design website and online game UX/UI
- Lead animation/motion graphics team
- Expert in Adobe Creative Suite
- Proven leadership skills with individuals, teams and projects large and small
- Direct and produce TV spots, voice overs and photo shoots, including project details such as hiring photographers, editors, directors, production crews, and managing and collaborating with crew and support staff.
- Strong project, budget and scheduling management
- Able to work closely with clients and collaborate with in-house client teams
- Develop valuable relationships with vendors, clients and coworkers
- Plan and lead creative team meetings with a good-natured leadership style
- Strong organizational skills while maintaining attention to detail
- Excellent multi-tasker with inventive problem solving skills
- Good presentation skills
- Deeply interested in how emerging technologies shape consumer habits
- Eager to stay current on digital and popular trends
- Authority in design principles, typography and color theory

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EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

CENTERLINE DIGITAL // RALEIGH, NORTH CAROLINA
FEBRUARY 2016 – APRIL 2017

ASSOCIATE CREATIVE DIRECTOR

RED SQUARE AGENCY // MOBILE, ALABAMA
MARCH 2005 – FEBRUARY 2016

GRAPHIC DESIGNER

LWT COMMUNICATIONS // MONTGOMERY, ALABAMA
DECEMBER 2000 – MARCH 2005

GRAPHIC DESIGNER

DAVENPORT MOORHEAD // MONTGOMERY, ALABAMA
FEBRUARY 1998 – DECEMBER 2000

ROP DESIGNER/PREPRESS

MERCANTILE STORES SOUTHEAST (GAYFERS/JB WHITE) // MONTGOMERY, ALABAMA
FEBRUARY 1997 – FEBRUARY 1998

GRAPHIC DESIGNER

HATTON-BROWN PUBLISHERS // MONTGOMERY, ALABAMA
MAY 1996 – FEBRUARY 1997

U.S. ARMY RESERVE & ALABAMA NATIONAL GUARD

AUGUST 1990 – FEBRUARY 1998

EDUCATION

AUBURN UNIVERSITY // CLASS OF 1995
BACHELORS OF ARTS IN JOURNALISM
DOUBLE MINOR IN MARKETING AND ECONOMICS