

Haley Salzburn

art direction | branding | visual development | marketing | creative lead

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 SalzburnDesigns.com

profile

Highly creative and passionate Art Director with over a decade of professional experience in visual production and graphic design. Excels at full project realization from the initial concept to final deliverables. Experienced project manager and cross-departmental coordinator, including clear communication with external clients and vendors. Proficient with industry-standard design software and creative management tools. Accomplished brand identity and digital asset manager for a variety of industries and specialties. Eager to leverage my creative expertise for art direction and marketing design in a dynamic, open-minded environment.

professional experience

Art Director

Pack Health

March 2020 – Present
Birmingham, AL

- Leads and directs a full-scale production team of designers, animators, and videographers, while collaborating cross-functionally with copywriters, editors, and product owners
- Develops visual assets and maintains brand standards for all projects including marketing campaigns, patient education materials, and visual motion graphics
- Coordinates with clients, stakeholders, and vendors to ensure high-quality, professional products are delivered on time and within allocated budget
- Works extensively with healthcare clients and employers to target new patients with chronic conditions and educate them on managing their health goals
- Oversees processes and submissions in adherence with Medical, Legal, and Regulatory Review for pharmaceutical and life sciences

Marketing Director

Steyr Arms

November 2016 – December 2019
Birmingham, AL

- Designed and developed marketing campaigns, print and digital ads, email newsletters, and social media content for the brand's national presence
- Worked with members of the international and local sales and marketing team to ensure lead generation with multi-level client support, including promotional items, designing trade show booth graphics, and a full-scale product catalog
- Managed online and in-house sales promotions including website management, product photography, and public relations for a family of brands with a diverse product offering

Lead Graphic Designer

SmartArt South

June 2014 – November 2016
Birmingham, AL

- Worked as a lead graphic designer for a full-fledged agency supporting a variety of clients and industries
- Designed and developed logos, brand identities, websites, one-pagers, catalogs, flyers, point-of-purchase displays, packaging, and email campaigns

expertise

- Art Direction
- Brand Identity & Management
- Creative Leadership
- Graphic Design & Typography
- Adobe Creative Suite
- Social Media & Marketing Design
- Cross-Functional Collaboration
- Project Management
- Client & Vendor Coordination
- Professional Presentation
- Motion Graphics Development
- Digital Asset Management
- Print Production
- Workflow Documentation

professional development

Upward Momentum
Leadership Class
Graduate 2025

Creative Pro Week
Attendee 2024

education

Bachelor of Fine Arts

University of Alabama at Birmingham

