

Walter M. Hall IV

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Rephotographer.com
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EDUCATION

- Georgia Institute of Technology**, Ivan Allen College, Atlanta, GA May 2011
Bachelor of Science in History, Technology, and Society
Certificates in Film & Media Studies and Personality Theory/Social Psychology
- Oxford University**, Worcester College, Oxford, England Summer 2009
Research in Medieval History, Architectural/Art History, and Abnormal Psychology

MAJOR WORK EXPERIENCE

- Dex Media**, Dallas, TX – *Jose Gaona* November 2015- February 2017
Digital Advertising Account Manager, Campaign Manager
- Facilitate the collection and creation of SEO optimized website content in conjunction with social media offerings
 - Onboard, review, and maintain all digital advertising products per 200+ accounts
 - Review current SEM (Tier 1, 2, and IYP) and SEO analytics, optimizing for optimal performance as necessary
 - Establish each client's CRM database and help improve their user experience, engagement, and call-to-actions
- Aetherial Imaging LLC**, Fort Worth, TX – *Self-Employed* 2011- Present
Digital Imaging Specialist, Web Consultant
- Maintain clear communication with clients to coordinate on completing digital media projects
 - Manage marketing campaigns, social media, SEO, and websites with ongoing contract consulting
 - Innovate with photographic technologies in order to meet individual clients' needs

MAJOR CONTRACT WORK EXPERIENCE

- VHT Studios**, Fort Worth, TX – *Kevin Curtis* May 2015- November 2015
Digital Content Coordinator
- Established weekly schedules to photograph rental properties listed through VHT
 - Shot, edited, and cataloged photos with optimized keywords and condition reports to an FTP for distribution
- Texas Christian University**, Fort Worth, TX – *Devon Nowlin* September 2014- March 2015
Special Collection Photographer for the Fort Worth Art Gallery at TCU
- Retouched and archived photographs for insurance, website, promotional material, and database usage
 - Established onsite studio for handling, photographing, documenting Pre-Columbian and Contemporary art for TCU
- Yukon Property Consultants LLC**, Atlanta, GA – *Mark Sofge* April 2011- September 2014
Media and Web Marketing Consultant
- Created and updated a CRM system for contractors and property assessors
 - Combined property photography with marketing material design for potential investors
 - Implemented ArcGIS mapping system and maintained database for use by the Department of Natural Resources
- Uptown101**, Dallas, TX – *Grant Bynum* September 2014- January 2015
Photographer
- Retouched and digitally delivered project photographs via FTP for use in internet marketing
 - Coordinated with upscale apartments on photographing the architecture and amenities of each complex
- Fabric.com/Amazon.com**, Kennesaw, GA – *Greg Suvino* February 2013- May 2013
Image Specialist
- Processed photography of fabrics by retouching and uploading 150+ new fabrics daily to the website
 - Coordinated website content and structure upgrades to better suit new optimization standards
- American Craft Council Exhibitors**, Atlanta, GA – *Marilee Hall, Kimmy Cantrell* 2011-2014
Social Media Coordinator
- Produced social media and website material by photographing, retouching, and cataloging artworks
 - Delivered photographs digitally for marketing material purposes for the American Craft Council and individual artist usage

Xcite Advertising, Atlanta, GA – *Joe Dallas*

January 2012- February 2013

Account Coordinator, Photographer

- Consulted and coordinated with general and sales managers on optimizing web information
- Shot, edited, and uploaded 200+ photos of cars daily from 7 different automotive groups

ATL Nightlife, Atlanta, GA – *Rose Limb*

October 2011- March 2012

Social Media Correspondent, Photographer

- Photographed groups and individuals during events in Atlanta while promoting the organizations involved
- Provided photographs edited with Lightroom and Photoshop for clients' social media and web presence

Presbyterian Heritage Center, Montreat, NC – *Ron Vinson*

June 2011- August 2011

Data Processor, Photograph Restorer

- Digitally preserved and enhanced pre-WWII photo negatives
- Established and implemented an archiving system for future use

Kennesaw Chiropractic, Marietta, GA – *Dr. Michael Levinson*

August 2011- December 2011

Advertising Consultant

- Established CRM system and social media presence while consulting on online advertising solutions

SKILLS/ABILITIES

- Social Media Proficiency: Facebook, Twitter, Google Plus, Hootsuite, Instagram, Snapchat, Facebook Business Manager, Google My Business
- Program Proficiency: Microsoft Windows, Mac OS X, Microsoft Office Suite, Adobe Creative Suite, kGen, Vast, Salesforce, DexHub, AMS, Yext, Display Brand Awareness, STOIK Imagic, BlackMagic, ArcGIS, Google Analytics
- Technical Proficiency: Inbound Marketing, CMS, Wordpress, SEO, SEM, User Experience, Digital photo editing/restoration/processing, Metadata, HTML, Java, Python, DSLR and RAW photography, Archiving, Research

ORGANIZATIONS

- Eagle Scout, Boy Scouts of America, Greater Atlanta Council, 2006
- Director of Gourd Visual Arts Club at Georgia Tech, 2009
- Vice President of the International Film Club at Georgia Tech, 2007-2009

PHOTO PUBLICATIONS

- Creative Loafing, May 27, 2011
- Burnaway Magazine, May 18, 2011