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From equine to retail, fine dining to financial services, seventeen years of art/creative direction experience.

As an Art Director I have built regional, national and international brands from the ground up to become leaders in their respective industries. I have also worked with existing brands to enhance and continue their identity.

During this time I have been given the chance to work with and learn from some truly giants of industry. It is this knowledge gained, coupled with experience proven across multiple industries and multiple disciplines that sets myself apart in what I provide.

Art Director

Pacer ETFs
June 2015 - Present

Pacer ETFs is a 7-time award winning exchange traded fund provider that has been recognized for its client-focused philosophy. In 2 years the firm reached \$1 billion in assets.

Complete brand development across multiple communication channels.

Creative direction for brand "Flat Dynamic" identity.

Overall creative direction of website, management of outside web development group.

Art Director

Pacer Financial
January 2006 - Present

Pacer Financial is a full service broker/dealer specializing in marketing & wholesaling of financial services. Pacer Financial is the distributor of Pacer ETFs.

Clientele: Pacer ETFs, RBS, Aviva USA, Symetra Financial, RevenueShares, and Avatar Associates

Complete stand alone brand development to global brand integration

Created art department and core standards

Design creation and oversight of financial advisor & public material across all mediums

Creative Director

Winbak Farm/Kitty Knight House
August 2000 - February 2007

Winbak Farm is one of the largest standardbred breeding farms in the world. Winbak was part of a ownership structure that included The Kitty Knight House, a historic resort.

Responsible for all advertising both in house and with outside vendors

Sole graphic designer until 2002, then responsible for oversight of internal art department & outside contractors

Standardized corporate identity

Responsible for moving all design work to Winbak Farm's art department

Created & oversaw all marketing campaigns

Responsible for overall operation of print production

Responsible for web development team

One of the 24/7 on-call personnel on farm in case of emergency

For more information

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Earl Henry Hallman III

Art / Creative / Marketing

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