

HEATHER RALLS

heatherralls.com

913-298-3888

hralls11@gmail.com

PROFESSIONAL HISTORY

Co-Founder (2018-Present)

Vivid Choice Print and Design Solutions, Shawnee, KS

Creative marketing solutions for clients. Services include branding design, social media campaigns, web design, traditional design, printing and installation. Businesses obtained Burg & Barrel, KC Ice Company, The Dugout, Cheers Wine and Spirits, Physician Now Urgent Care, Inspire Medical Spa, Crave of Kansas City, Pleasant Hill Fire Department.

Adjunct Professor (2011-2017)

The Art Institutes International, Kansas City, MO

Courses taught include Fundamentals of Marketing, Advertising Concepts, Advertising Design, Introductory, Intermediate and Advanced Advertising Campaign and Senior Capstone. Facilitated student portfolio reviews and workshops. Launched and faculty advisor for student run design club. PAC Board member.

Elementary Art Instructor (2014-2019)

Young Rembrandt's, Kansas City, MO

Instruct classes after school to grades kindergarten through 5th to help build self-confidence and a strong foundation in drawing, color theory and art history. Led classes with up to thirty students.

Senior Art Director (2000-2011)

Barkley, Kansas City, MO

Created successful integrated advertising campaigns for many brands including Blue Bunny Ice Cream, Payless ShoeSource, Sonic Drive-Ins, March of Dimes, and Helzberg Diamonds. Pitched to win new business, presented to clients, led photography and broadcast productions.

Art Director (1998-2000)

Doner, Southfield, MI

Ideated and led through final production television spots for Macy's, Polo Jeans, Nine West and Tommy Hilfiger. Presented directly to high profile clients. Contributed winning ideas for new business pitches.

Art Director (1997-1998)

Vision Creative, East Lansing, MI

Pitched in on all aspects of marketing from strategy to design for numerous clients including Fady Construction and the MSU Athletic Association. Designed logos and published marketing materials.

EDUCATION

Bachelor of Communication Arts in Advertising with double-major in Fine Arts
Michigan State University (1994-1998)

HIGHLIGHTS

Featured in Print Design Annual, Advertising Age, Creativity and awarded numerous Addy Awards. Billboard displayed in Times Square. Commercial aired during Super Bowl.