

# Lance A. Halladay

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## EDUCATION

### BRIGHAM YOUNG UNIVERSITY

Provo, UT

Bachelor of Art: Communications

- Major emphasis in Advertising.
- Copywriting specialization.

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## EXPERIENCE

2009-2011

### PROPERTY SOLUTIONS INTERNATIONAL, INC.

Lehi, UT

#### Marketer/Copywriter/Motion Designer

I led advertising projects and wrote copy for national marketing campaigns.

- Using print, outdoor, TV and online media, I executed the largest marketing initiative (\$80,000) in the firm's history, attracting over 5,000 participants to the largest dodgeball game ever. (covered by local news and ESPN).
- Conceptualized the motif for the largest trade show in the multi-family housing industry (the NAA). Created motion graphic videos for a 400 sq. ft. LED screen to increase B2B product awareness.
- Wrote copy and created motifs for nation-wide advertising pushes and B2B promotions for the firm's largest clients.
- Utilized Adobe After Effects, Photoshop, Illustrator, and Final Cut Pro.

Summer 2009

### THE GEPETTO GROUP

New York City, NY

#### Copywriter/Intern

I developed 30 original product proposals for food products, with focus on Kid Cuisine and Del Monte Food brands.

- Conceptualized and created product variations for Del Monte Foods brand.
- Created downloadable activity placemats for Kid Cuisine, saw the idea from conception to sale.

2008-2010

### BYU ADLAB

Provo, UT

#### Copywriter

I wrote copy and conducted market research for the AdLabs clients, including Butterfinger, Nike, and Nooka.

- Working with the California-based agency, Dailey, my TV commercial idea for Butterfinger Snackerz went through the animatics process and was tested against two other ideas to be run nationally on television.
- Created campaigns for on-campus clients including BYU Athletics and ORCA.

2008 - 2009

### LEADGENIX

Provo, UT

#### Copywriter/Graphic Designer

I created advertisements and marketing materials for online media.

- Optimized SEO for three separate clients by composing articles, proofreading, editing, and maintaining a blog.
- Generated online banner ads for Check City.

2008-Present

### FREELANCE MARKETING

Provo, UT

#### Copywriter/Motion graphics

As a freelance copywriter and motion designer, I partnered with multiple companies to advertise to their customers.

- Produced videos for Deseret Book, One on One Marketing, and Issimo Productions.
- Wrote, directed, produced, and edited a TV commercial for a Doritos competition. Twice.
- Created the direct mail marketing piece sent to 76,000 voters to elect a political candidate to office.
- Enter regular competitions that force me to think and act creatively.

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## PERSONAL/SKILLS

- Served a full-time 2-year volunteer mission to Toronto, Canada for the Church of Jesus Christ of Latter-Day Saints.
- Volunteer Student Teacher at Dixon Middle School, Provo, UT.
- Baseball enthusiast, Stand-up comic, Marketing junkie.



For samples of my work, please visit my website at <http://www.lanceup.com>