



wblivin@gmail.com  
505-629-3666  
wallisblivin.com

## EDUCATION

Bachelor of Arts in Advertising,  
Entrepreneurship minor  
Expected June 2025  
University of Oregon | GPA: 3.9

## SKILLS

Adobe Creative Suite  
Microsoft Suite  
Squarespace, Cargo, Wix, Slack

## THE REAL SKILLS

Thrifty Gift Connoisseur  
Instagram Feed Perfectionist  
The Art of Flourishing  
Flea Market Pop-Ups  
Food Truck Designer  
Type A meets type B  
“Nice to meet you type B”  
Loves a good dad joke

## REFERENCES

Derek Brandow  
SOJC Professor  
(541) 913-0070  
dbrandow@uoregon.edu

## EXPERIENCE

Director of Art Direction  
Allen Hall Advertising  
Eugene, OR (August 2024 - Present)

Collaborating with a hard-working and connected creative team to successfully deliver on-campus activations, video documentary, and a season 3 yearbook for the Oregon Innovation Challenge to enhance brand visibility through all schools as well as for donors.

Engaging directly with clients to craft a cohesive creative vision to support their brand and motives with our understanding and skills.

Promoting a supportive and collaborative work culture by initiating regular one-on-one check-in meetings with peers, fostering a healthy, productive environment and improving team dynamics and morality.

Art Director  
Align Magazine (Press Play Issue)  
Eugene, OR (April 2023 - June 2023)

Conceptualized a coastal photoshoot by gathering inspiration and creating a creative brief.

Directed the models and photographer to execute the creative vision through different poses, locations, and props. Focused on fun and candid nature.

Founder and CEO  
Thrift For People  
Santa Fe, NM (May 2021 - September 2022)

Founded a pop-up thrift store to support the local community, directing 75% of profits toward scholarships for Northern New Mexico Community College. Awarded a total of 21 scholarships.

Managed all aspects of operations, including employee supervision, inventory control, payroll, customer relations, and store layout.

Coordinated events and executed social media strategy to enhance engagement.