

Wallis Blivin

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WALLISBLIVIN.COM

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EXPERIENCE

Thrift 4 People, Portland, OR – CEO & Founder

MARCH 2021 - PRESENT

Continuously building a community-centered thrift and resale brand with a strong emphasis on visual identity, storytelling, and curated experiences. I direct all brand visuals across digital content, merchandising, and styled photography, and develop a distinct brand voice inspired by personal expression and community connection. I now craft custom styled thrift bundles using mood boards and client aesthetic cues, blending creativity with personalized service.

Yellowstone Vintage, Portland, OR – Vendor & Salesperson

SEPTEMBER 2025 - PRESENT

Manage a curated personal inventory that complements and enhances the store's established visual identity. I source unique pieces that fit within the brand's aesthetic, ensuring that every item I bring in aligns with the store's tone, style, and customer expectations. Creating an inviting experience rooted in authenticity and community.

Allen Hall Advertising, Eugene, OR – Director of Art Direction & Copywriting

August 2024 - June 2025

Led creative execution for on-campus activations, documentary-style video content, and a full yearbook production for the Oregon Innovation Challenge. I focused on translating client goals into compelling visual concepts while also mentoring team members through one-on-one creative development and ensuring cohesion across all project deliverables. Along with this, I led the art direction for Allen Hall Advertising as a brand itself through a 2024/25 year photoshoot, merch design, and an end of year reel.

EDUCATION

University of Oregon, Eugene, OR B.A. Advertising

SEPTEMBER 2022 - JUNE 2025

Graduated Cum Laude

ACHIEVEMENTS

Dean's List Notation

Fall 2022, Winter 2022,
Spring 2022, Winter 2023,
Spring 2023, Fall 2024

SKILLS

Collaboration
Communication
Reliability
Event Coordination
Presentation Creation
Brand Identity
Entrepreneurship
Creative Strategy
Leadership
Styling & Curation
Visual Storytelling

SOFTWARE

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