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EDUCATION

Bachelor of Arts in Advertising,
Entrepreneurship minor
Graduated 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
Type A meets type B
Visually Oriented

EXPERIENCE

Director of Art Direction -- Allen Hall Advertising
Eugene, OR (August 2024 - June 2025)

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

Developed my visual direction skills through mentoring other art directors in the agency by initiating regular one-on-one check-in meetings and guiding them through their accounts.

Salesperson & Visual Merchandiser -- Kin Clothing
Eugene, OR (October 2023 - May 2024)

Crafted store image and environment by using innovative strategies through visual merchandising techniques to enhance shopper experience.

Organized store merchandise and inventory to ensure productivity, customer loyalty, and profit.

Strategized store promotion through event planning for campus activations resulting in a broadened customer audience.

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.