



**GARRETT R. HALL, M.A.M.C.**

PRODUCER &  
DIRECTOR, CREATIVE SERVICES

[GarrettRHall.com](http://GarrettRHall.com)

## EXPERTISE

Storyteller, producer,  
interviewer and director

Creative fiction author,  
copywriter

Voiceover talent

Musician, songwriter,  
composer and producer

## LEADERSHIP PHILOSOPHY

Build collaborative and  
supportive relationships

Encourage professional  
growth and mentoring  
opportunities

Imbue workplace with a  
sense of community, levity,  
professionalism and  
excellent customer service

Ensure that staff members  
feel valued and that their  
opinions matter

Manage conflict immediately  
and directly through open  
and honest two-way  
communication

Achieve a responsible  
work/life balance

## EDUCATION

M.A. in Mass Communication,  
University of Florida

B.A. in Creative Writing,  
The Florida State University

## ❖ OVERVIEW

Award-winning big-picture thinker, producer, storyteller, copywriter and visionary who loves to give voice to the human condition and experience. A dedicated listener and inspirational leader who challenges others to think beyond what's always been done, and to see things from different perspectives. I value authentic emotional connection as much as bottom lines.

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 Website/Portfolio  
[GarrettRHall.com](http://GarrettRHall.com)

## ❖ CAREER EXPERIENCE

### University of Florida Health (UF Health)

*Director, Creative Services*

2005 – Present

#### Overview:

At one of the nation's highest-ranked health systems, I direct a nine-member creative services team of graphic designers, photographers, videographers and a 2D/3D animator/illustrator. The team uses a hybrid internal/agency model, producing award-winning campaigns plus an annual average of 800 design/layout jobs ranging from brochures to sophisticated magazines and digital publications; 200 marketing/PR/news videos; 700 custom photographs; and 40 video animations.

#### General responsibilities (past and present):

- Executive producer, UF Health *Inspire*: Stories of healing beyond the medicine
- Direct/consult for video and audio production
- Creative/art direction, copywriting
- Campaign concept development and implementation
- Voice narration and sound design for radio and video projects
- Evaluate and employ emergent multimedia technologies
- Oversee 1,000 sq. ft. multipurpose design and production studio
- Collaborate with external ad agencies and production companies on campaigns and projects
- Helped guide our health system through several re-brands
- Developed and deployed COVID-19 multimedia communication
- Introduced our health system to social media

Learn more about the UF Health creative services team at [Creativeservices.ufhealth.org](http://Creativeservices.ufhealth.org). In addition to my portfolio at [GarrettRHall.com](http://GarrettRHall.com), much of our team's video work is publicly available on our [UF Health YouTube channel](#).

### Resilience Community Website and Podcasts

*Founder, Producer*

July 2018 – Present

In the [Resilience Community](#) I help individuals share their personal stories about adverse childhood experiences and resilience. I interview individuals to draw out their story using a specific question set/protocol, then produce audio podcasts.

### Shands HealthCare (now part of UF Health)

*Marketing Coordinator, Marketing & Public Relations*

2000 – 2005

#### General responsibilities:

- Developed regional and state-wide marketing campaigns for strategic product lines
- Wrote marketing, editorial, and news copy
- Planned major events celebrating system milestones and strategic partnerships
- Evaluated effectiveness of online and other marketing efforts

Please see [Garrettrhall.com/resume](http://Garrettrhall.com/resume) for a growing list of awards won, presentations given and more.