

Abby Walter

ABOUT

Experiential Creative Director
Based in Richmond, VA

TOOLS

Adobe InDesign, Illustrator,
Photoshop, Premiere, XD, After
Effects, Figma, HTML & CSS,
Google Slides, Keynote,
Powerpoint, Word

AWARDS & HONORS

Ex Award for Best Influencer
Campaign 2024
Guest Speaker at Experiential
Marketing Summit 2024

FOR FUN

My partner and I run
@rvabyrdhouse, a retro-themed
Airbnb glamping experience



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abbywalter.com

WORK EXPERIENCE

CREATIVE DIRECTOR ASSOCIATE CREATIVE DIRECTOR ADVOC8

July 2023 – Present
Aug. 2021 – July 2023

Creatively lead and execute experiential events including pop-ups, mobile tours, conferences, etc.; Creatively lead fabrication of large installations working closely with 3D renderers and producers; Manage a team of art directors and designers; Lead client presentations and new business pitches; 90% of brands I have worked on became repeat clients; Work on projects with budgets from \$50k to \$5 million; Brands include YouTube, Amazon, Google, Axios, Pfizer, and more

SENIOR ART DIRECTOR Inspira Marketing

Jan. 2021 – July 2021

Concepted, designed, and executed events as well as social media assets for Bic, Guinness, and Waterloo Sparkling Water

EXPERIENCE DESIGNER RedPeg Marketing

July 2019 – Jan. 2021

Designed interactive, physical experiences and events for brands such as GEICO, Carter's, Lidl, TD Bank, Ricoh, Capital One, Virginia Lottery, and more

PRODUCT DESIGNER Marker Seven

Oct. 2017 – June 2019

Designed web products for brands such as PBS and Bank of America; Created high-fidelity prototypes and worked closely with developers on implementation

ART DIRECTOR Moxie

June 2017 – Sept. 2017

Concepted and created TV, digital, and social media campaigns for Chick-fil-A and Rachael Ray Nutrish pet food

+ More

Throughout my agency work experience, I have also taught various classes at Virginia Commonwealth University.

ADJUNCT PROFESSOR VCU School of Business and School of Media & Culture

Aug. 2018 – Dec. 2023

Taught classes such as experiential marketing, digital marketing, storytelling in advertising, copywriting, media innovation, and marketing design

EDUCATION

VCU BRANDCENTER

M.S. in Business/Branding
Experience Design

JAMES MADISON UNIVERSITY

B.A. in Media Arts & Design Concentration in Converged Media
Minor in Studio Art
Summa Cum Laude