

Marion
DeWall



Finally. A Creative Professional who thinks like an Adult.

Art Director | Creative Director | Video Producer

What **I do**

I develop creative work across various platforms and sectors. My brand experience includes technology, banking, sports, medical, beer, political, and nonprofits.

My approach is to always:

- Learn and align with your goals
- Research your company and industry
- Plan deliverables within your budget
- Determine and adhere to deadlines
- Communicate clearly
- Be reliable and reachable
- Work quickly and respectfully



Creative Examples

Example 01

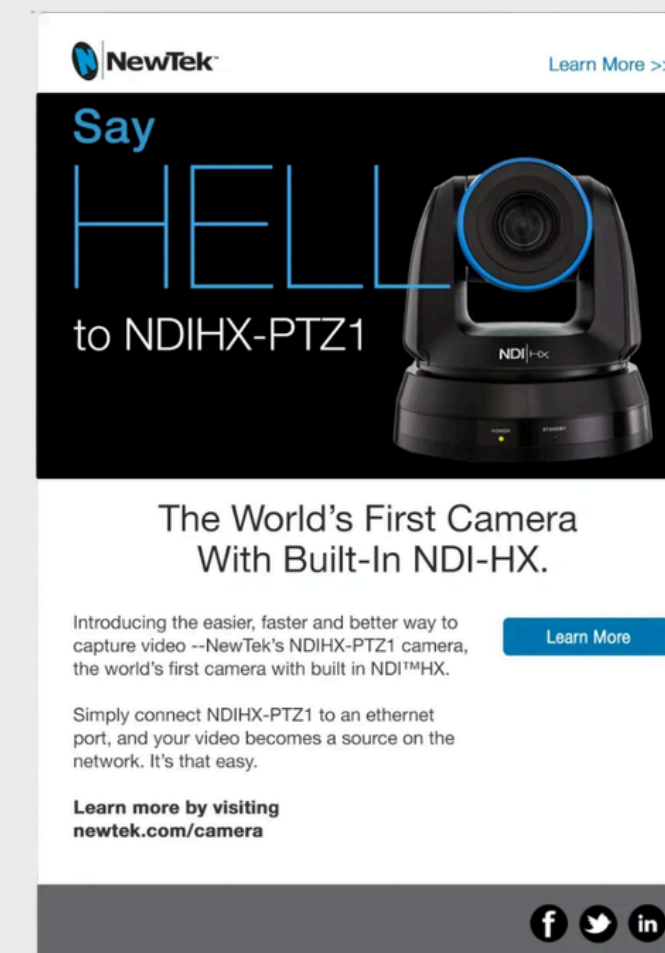
NewTek, an international video technology company, planned to introduce its first camera product at the 2018 IBC Show in Amsterdam.

The HELLO campaign was an international success, and all products sold out at launch.

My role was Concept, Creative Direction, Art Direction, and copy contribution.



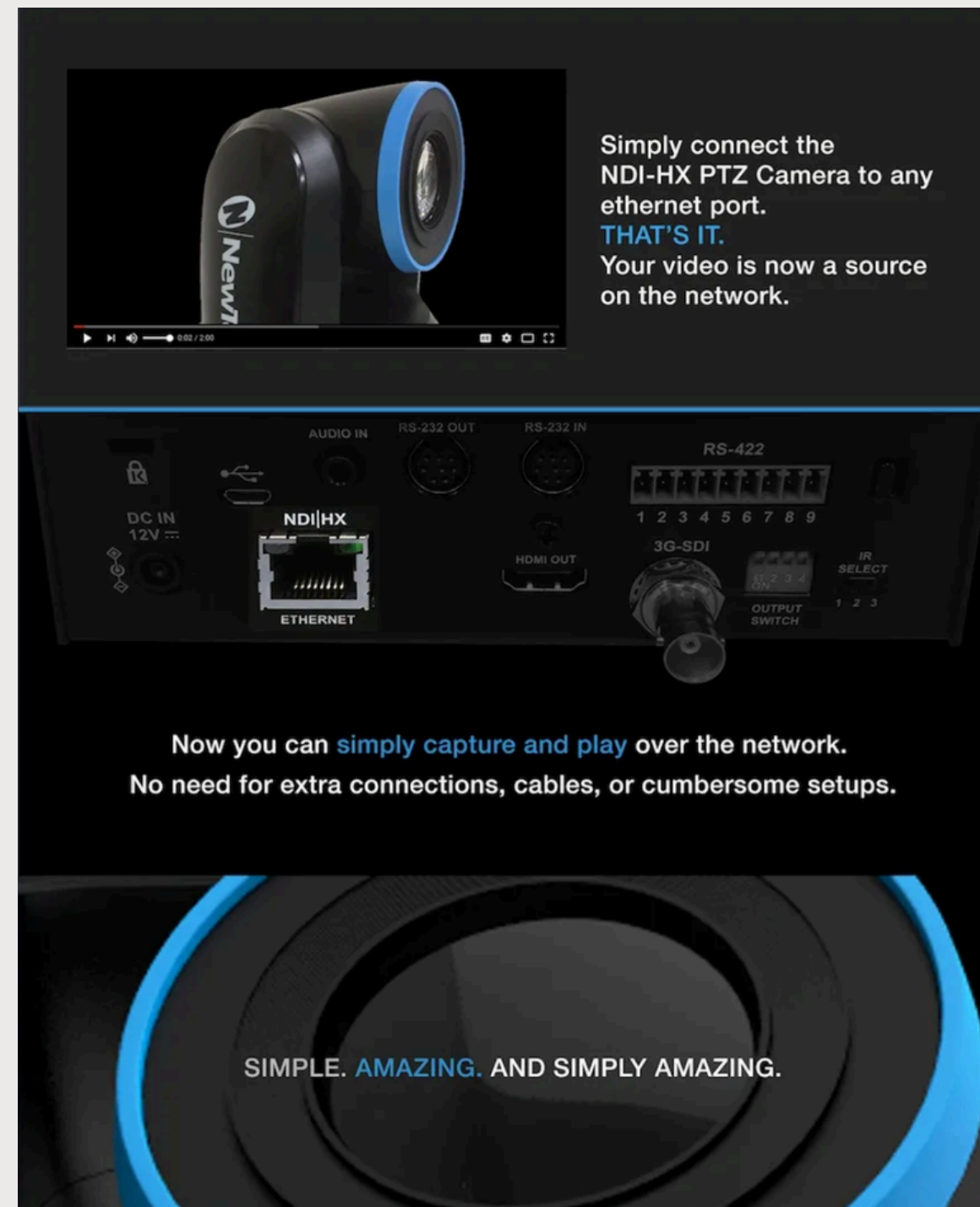
PRINT



E-BLASTS

Example 01

NDI Camera Introduction campaign for NewTek



WEBSITE



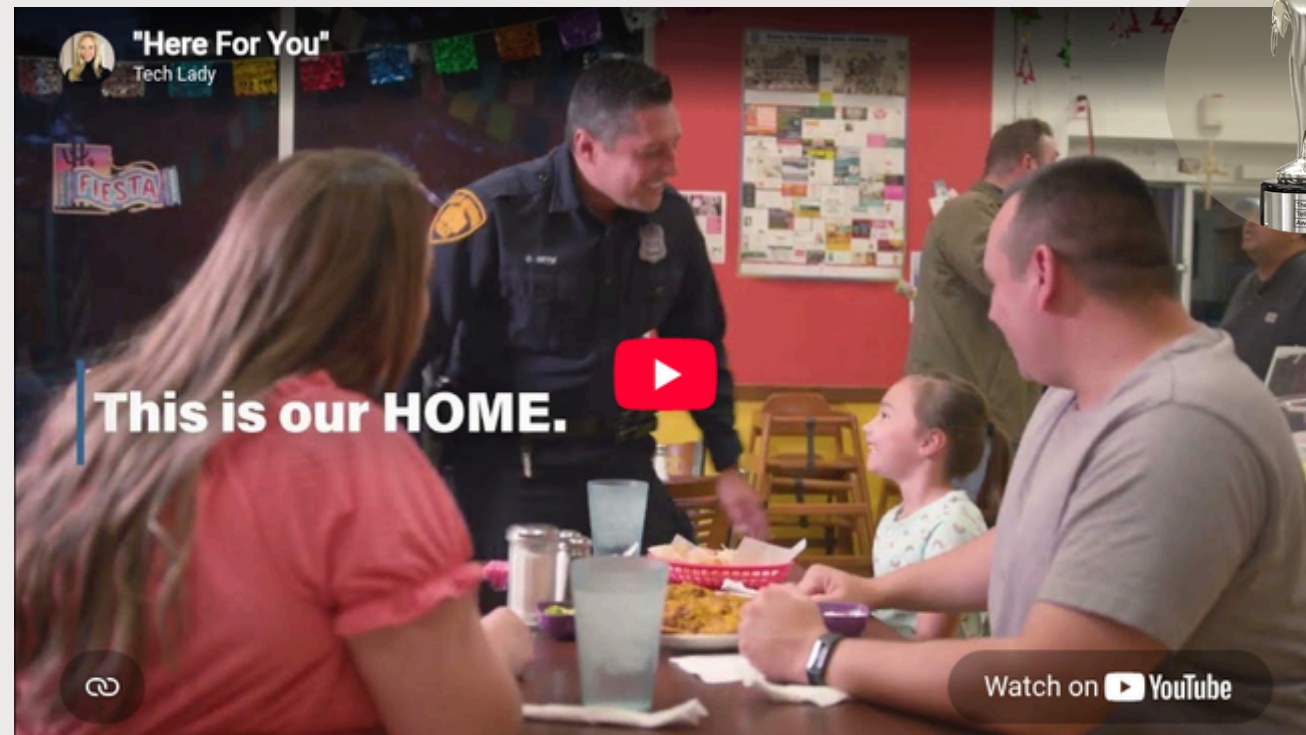
Example 02

Police across the country were under pressure during the 2022 “Defund the Police” movement.

The San Antonio Police Officers’ Association wanted to reinforce their closeness to the community.

The campaign, which featured real officers and citizens, set the stage for the ballot vote the following year.

My role included Concept, Creative Direction, Video Production, Copywriting, and TV/Outdoor Art Direction.



OUTDOOR



PRINT

Example 02

Here are some examples from the Defeat Prop A Campaign, which ran when the proposition was put to a vote.

Voters defeated the proposition by 93%.



OUTDOOR

Example 03

Generations Federal Credit Union (GFCU) is significantly smaller than San Antonio heavyweights like RBFCU or Security Service. Advertising production budgets were significantly smaller as well.

The spokesperson concept brought GFCU’s friendly personality to life. We developed over 80 TV commercials over three years on a modest budget.

My role included Concept, Creative Direction, Video Production, Copywriting, and Art Director.



OUTDOOR



PRINT

Example 04

The San Antonio Museum of Art sought to increase admission ticket sales from both tourists and locals.

My concept was to position SAMA as the “anti-theme park” destination and emphasize its proximity to the Pearl.

My role was Concept, Creative Director, Video Producer, Writer, and TV/Outdoor Art Director.



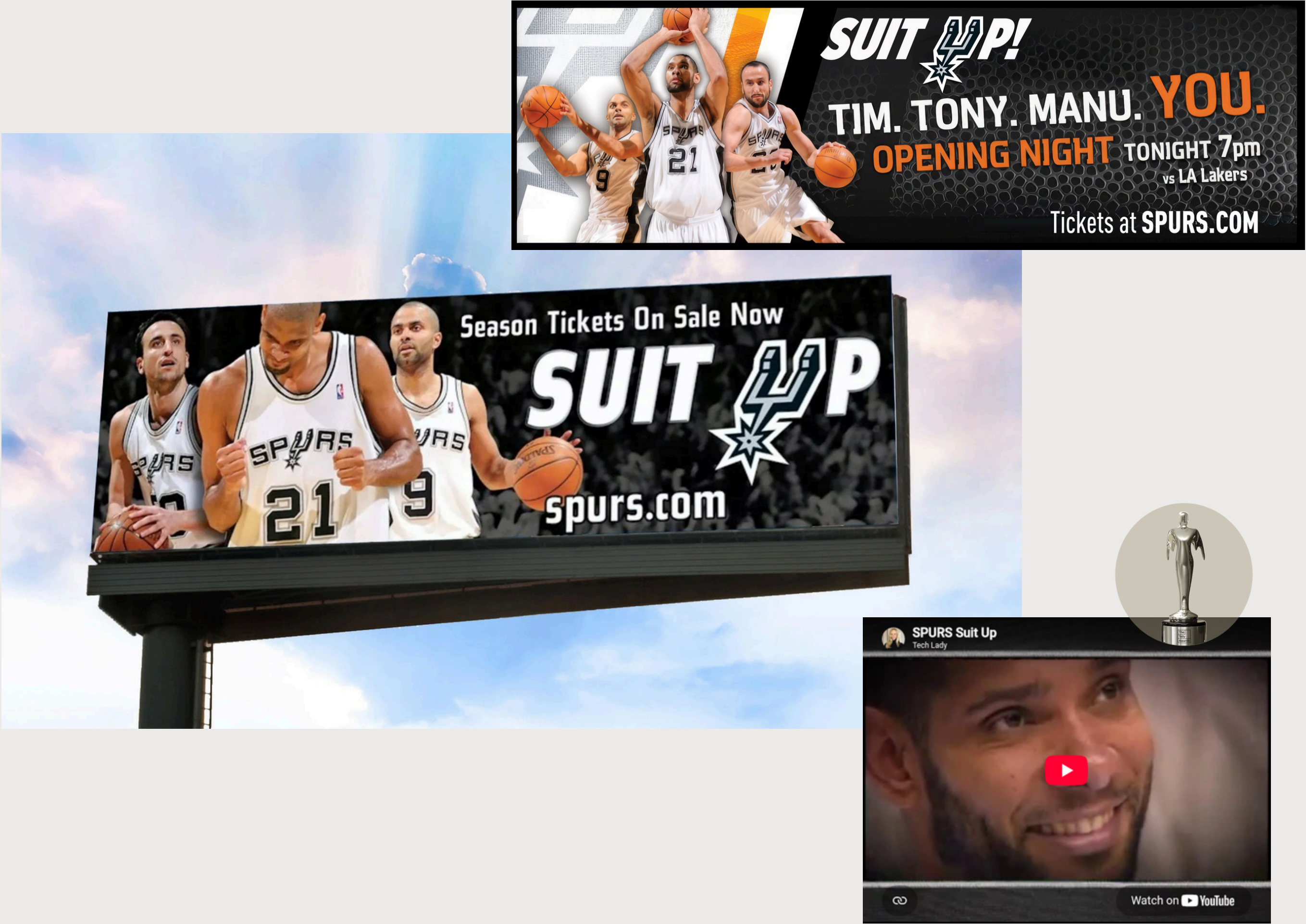
OUTDOOR

Example 05

The San Antonio Spurs wanted to boost ticket sales and “put butts in seats” by promoting the in-game experience.

“Suit Up” invited fans to be a part of the team by attending the games in person.

My role was Concept, Creative Director, Video Producer, and TV/Outdoor Art Director.



Example 06

MosquitoNix wanted a digital advertising and direct mail campaign that stood out from every other pest control company.

My role was Concept, Creative Director, Art Director, and Illustrator (using Midjourney and Photoshop)



DIRECT MAIL & DIGITAL ADS



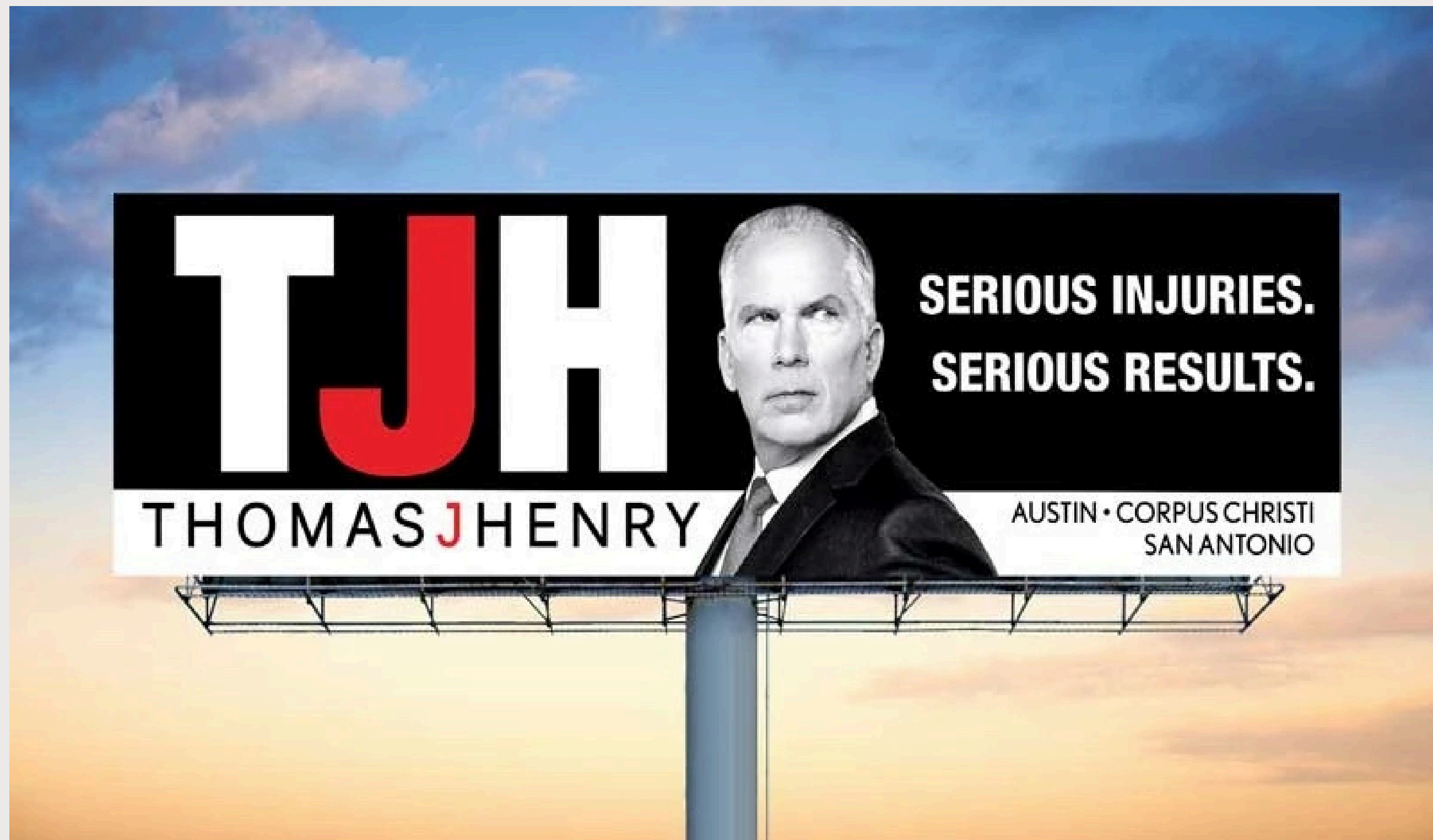
Example 07

How can you make your billboards stand out?

By being simpler and bolder.
I designed this billboard focusing on 3 letters, TJH, instead of the full name.

The firm loved the look so much that they changed their logo to the three letters.

My role was Concept and Art Director.

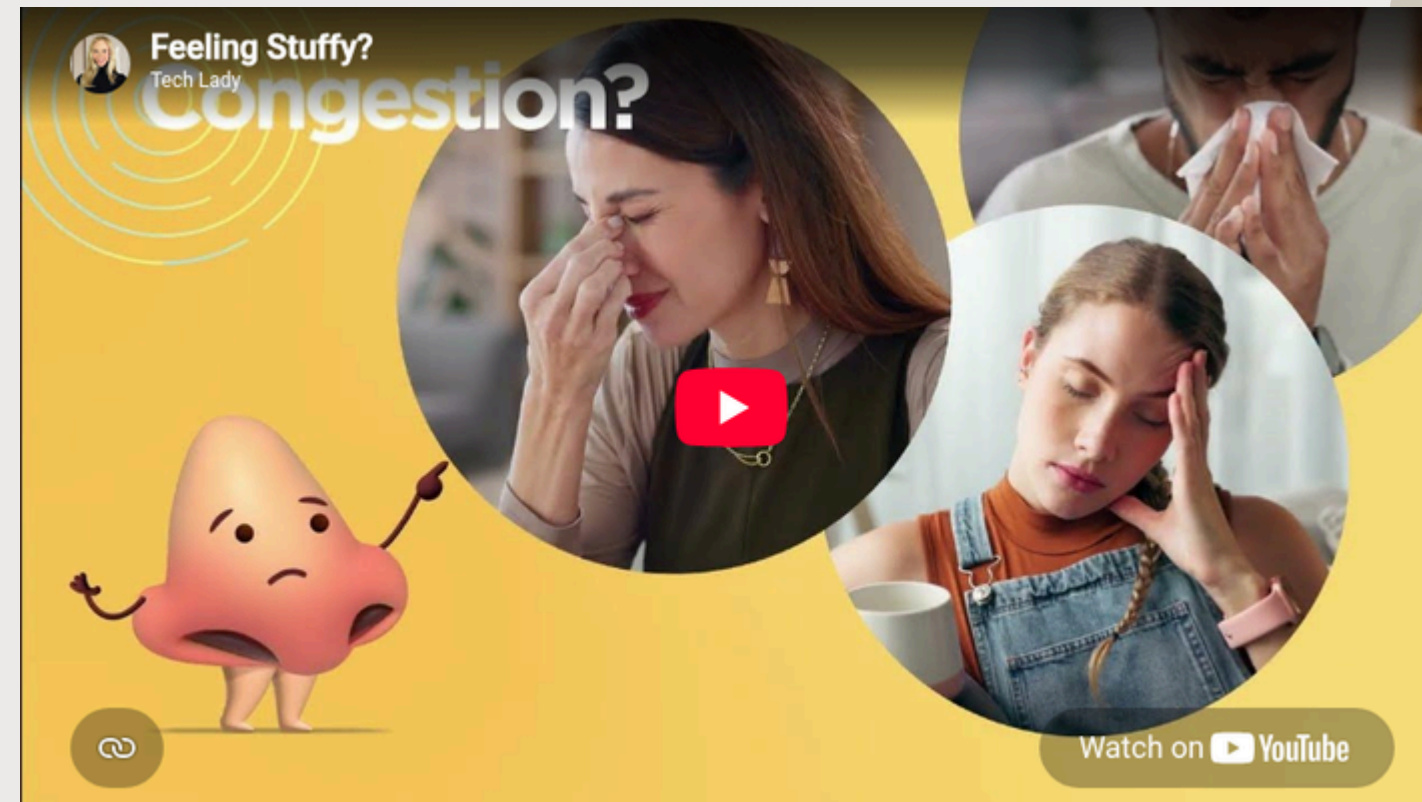
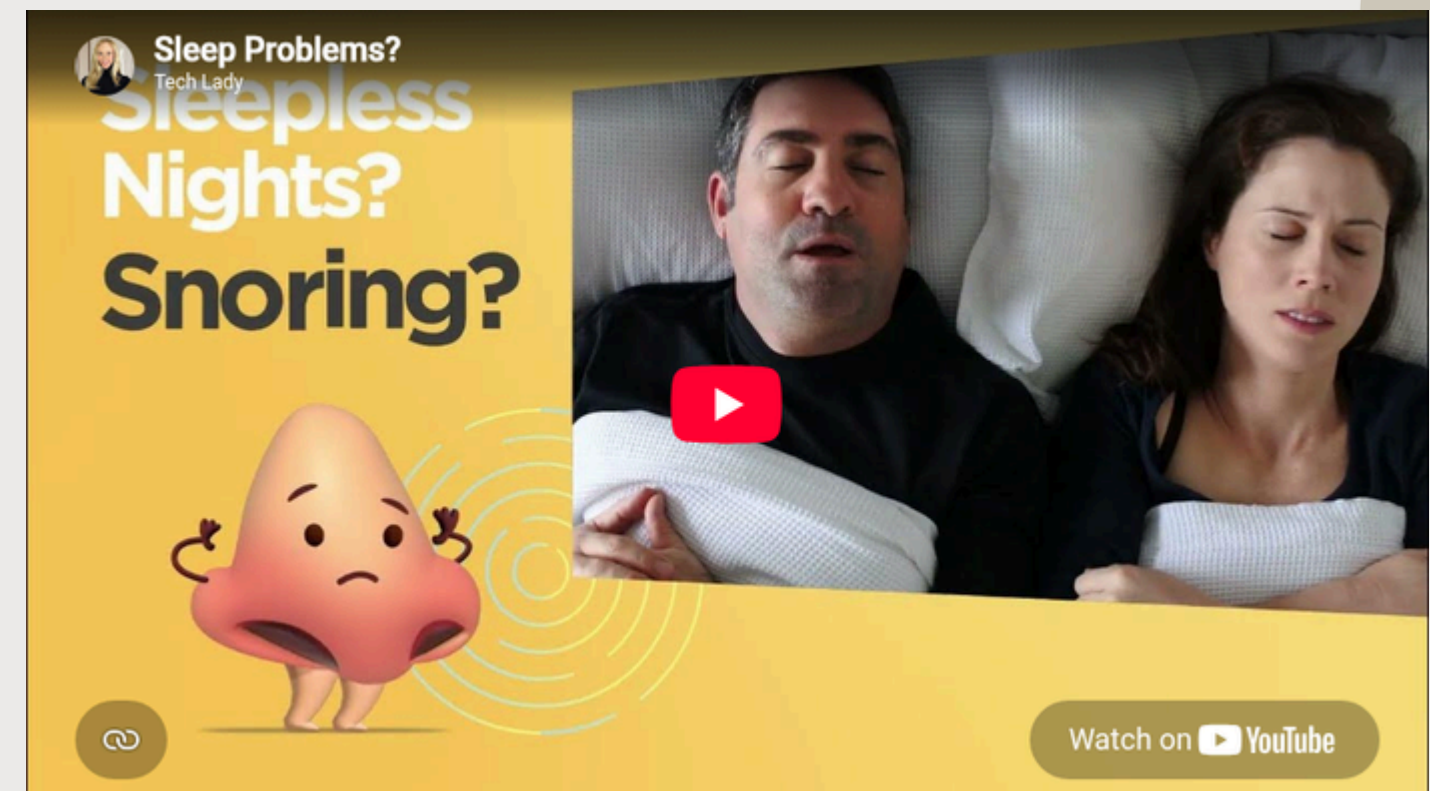
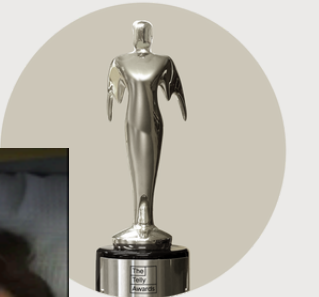


Example 09

American Sinus Institute wanted to create a campaign that felt reassuring and approachable to potential patients for balloon sinuplasty.

“The Nose Knows” campaign increased sales by nearly 50%.

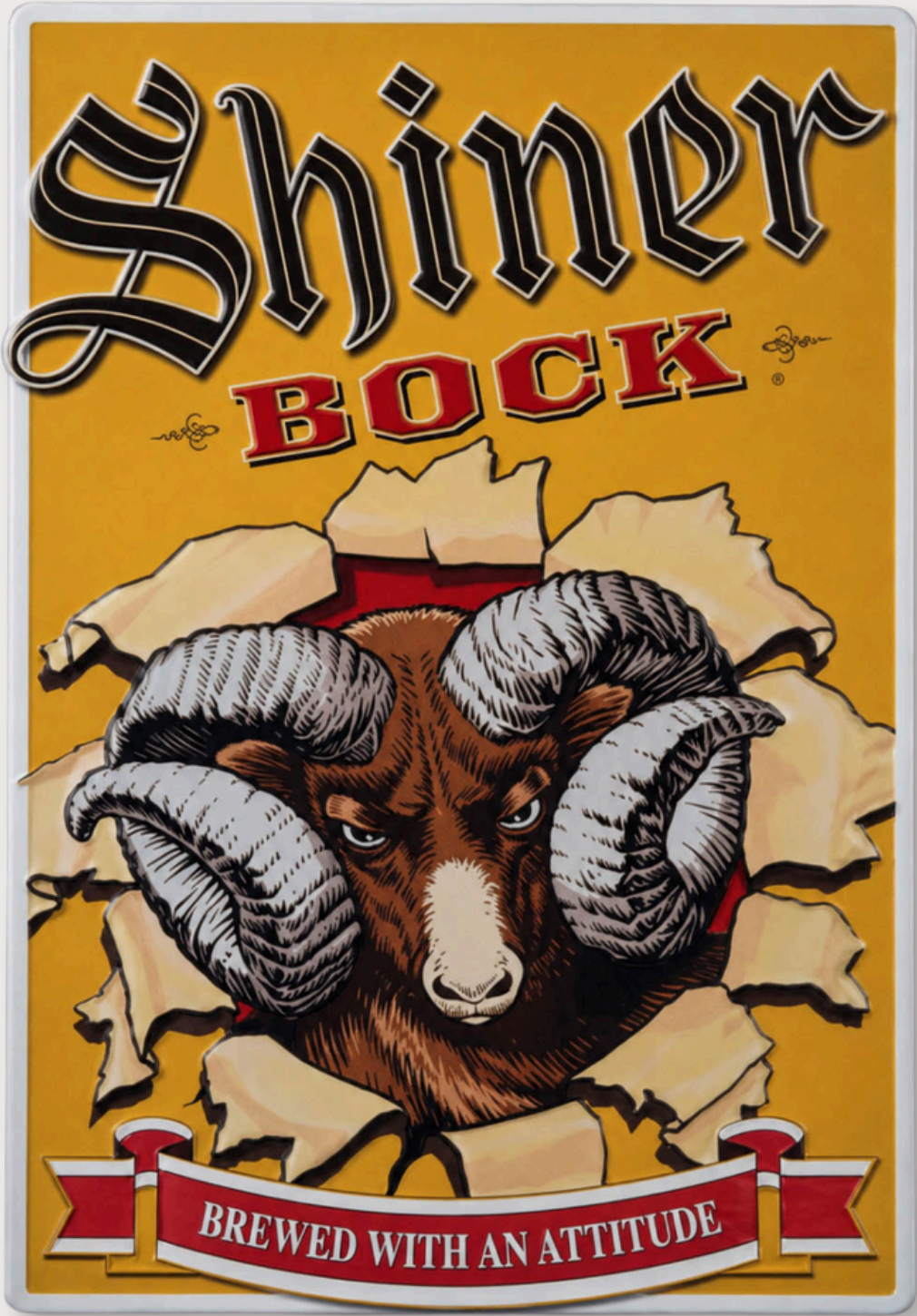
As the writer and TV Producer, my role was to bring Mr. Nose to life on a very modest budget. I incorporated stock footage and simple animation.



Example 10

I had the privilege of working with Carlos Alvarez to create the initial packaging and branding campaign for Shiner Bock Beer.

Mr. Alvarez was the brilliant mind behind it all. My role was to bring his vision to life through design.



Let's
connect

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