

PROFILE.

Christopher L. Halsey is a veteran graphic designer with an extensive background in branding, consumer packaging, corporate communications, photojournalism, advertising, marketing and multimedia work. For over 14 years, he has built a hard-earned reputation as a talented artist, concise communicator and insightful professional.

Halsey began his creative career in 1994 as a Photojournalist for the United States Navy. During his 14-year tenure, both as an active duty member and later as a Navy Reservist, he published over 300 photo features and over 500 publication layouts.

In 2000, Halsey began his civilian career with a four-year stint at the Orange County Business Journal in their advertising and marketing department. There, his creative skills played an integral part in the organization's overall success, with complete responsibility for the design of flyers, sales materials and supplement/special issue covers.

Halsey graduated Cum Laude from California State University Fullerton in 2004 with a B.F.A. in Art/Graphic Design. From there, he quickly established himself as a freelance professional through The Creative Group's Irvine office, helping several reputable Southern California businesses with their marketing and print materials.

Six months later, in early 2005, Halsey established the Manager of Creative Services position at Pull'R Holding Company LLC. This multi-faceted position allowed Halsey to delve deep into all areas of creative process, including the overall management of three leading Pull'R brands. From packaging to merchandising, websites to multimedia, Halsey's artistic vision and efforts helped drive the organization as a whole.

In 2007, he became the Marketing Coordinator for Sperry Van Ness, where he oversaw the development of all their collateral materials and signage. In 2008, he left the real estate arena to establish the Creative Services Division for Hero Nutritionals LLC, makers of Yummi Bears - the original gummy vitamin.

Today Halsey resides in Corona, California as a freelance creative professional for hire. Halsey has also joined forces with Standdown Tax Prep, a newly established multi-level marketing company providing affordable tax plans for American citizens and business. There, he uses his diverse talents to build the company's branding, marketing and training programs.