

Valentina Balashova

*Art Director & Creative Lead |
Brand Campaigns,
Photography & Film*

I'm a creative leader with 10+ years of turning brand stories into integrated campaigns, photography and film for hospitality, B2B, lifestyle and consumer brands. I started as a photographer, and today I direct productions from concept and pre-production through post. I lead designers and videographers, guide copywriters and production partners, and present creative to business and executive leadership.

Core Expertise

- Integrated campaign concepts
- Brand storytelling across channels
- Photography, video and motion direction
- Brand refreshes and visual systems
- Creative team leadership and mentoring
- Agency and production partner direction
- Executive presentations
- AI-assisted concepting and image work
- Figma
- Adobe Creative Cloud

Education

Russian International
Academy for Tourism
Master of Business Administration

West Los Angeles College
Computer Graphic Arts Diploma

Dallas, TX
Relocating to Seattle, WA
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Experience

Art Director *Freeman Company*

October 2025–September 2026

- Developed the “Chaos to Calm” concept for the New Exhibiting Era campaign, extending its story across Transportation and Rentals animated spots and directing illustration and animation partners through production.
- Created and led the Camp Buck 2026 brand concept end to end, defining the event story, logo, visual identity and video creative across attendee touchpoints.
- Shaped Studio Blue’s refreshed brand expression through visual guidelines, color strategy and website applications; presented recommendations to business and creative leadership.
- Led the 2025 Impact Report from concept through production, applying Freeman’s new brand identity through editorial design, data storytelling and imagery.
- Created the logo, identity and guidelines for TFC’s Young Event Professionals initiative.
- Managed and mentored a designer; briefed and guided copywriters and production partners and aligned stakeholder feedback with the creative direction.

Art Director *Hilton Worldwide*

January 2023–October 2025

- Led visual storytelling across Hilton’s 24-brand portfolio, developing distinct creative for integrated campaigns, rebrands and ongoing content across digital, social, print, video and experiential channels.
- Led photography and video productions for Waldorf Astoria, Conrad, Signia by Hilton, Canopy by Hilton, Tapestry Collection, DoubleTree, Embassy Suites and Hilton Garden Inn, from concept and pre-production through post.
- Created brand video reels for Hampton, DoubleTree and Hilton Garden Inn, luxury portfolio campaign creative and the Hilton for Business identity rollout.
- Managed two designers and a senior videographer; partnered with creative directors, copywriters, account teams and agencies to extend concepts across channels.
- Used Midjourney, Adobe Firefly, Photoshop’s generative features and Claude to speed up concept exploration and image work, here and at Freeman.

Art Director *MaryRuth Organics*

April 2020–January 2023

- Introduced photography to a wellness brand that relied only on product renders: personally shot its first product photography, pitched executives on studio production, then selected studios and directed the photo and video stories.
- Developed integrated campaigns, product launch creative and brand content across ecommerce, social, retail, packaging and digital.
- Led four in-house designers and two contractors; ran creative reviews, managed vendors and budgets, and brought advertising campaign work in-house.

Art Director *The Kabbalah Centre*

February 2016–April 2020

- Led a company rebrand for a global spiritual organization and unified imagery across editorial, marketing and digital, including a quarterly magazine.
- Managed five designers, three videographers and a rotating group of contractors; directed integrated campaigns across identity, editorial, social, event and web.

Lead Editorial & Travel Photographer (Contract) *MILLENNIAL Magazine*

April 2014–Present

- Shoot covers and feature stories for print and digital, planning each shoot around the editorial narrative, on location and in studio.