

whitney hoskins

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Elevating Ideas to Create Visual Excellence

about

Award-winning designer and branding specialist creating high-impact visuals and messaging that boost sales, engagement, and awareness.

design & marketing skills

Print design: logos, icons, flyers, mailers, posters, collateral, sell sheets, billboards, signage, tradeshow displays, vehicle & boat wraps, ads, invitations, catalogs, user guides, forms, newsletters, rack cards, promotional items, user manuals, infographics, typefaces

Digital design: slidedecks, websites, e-blasts, social media, illustrations • typography, editing & proofing, sketching, conceptualizing, visual storytelling • marketing photography • branding/identity standards • pre-press • event planning • client relations, collaboration

software skills

Adobe InDesign, Illustrator, Photoshop, Acrobat Pro • Microsoft Word, Excel, PowerPoint • Meta • ChatGPT • Wordpress

professional experience

2008 – present owner/creative director | [whitneydesign](http://whitneydesign.co)

Lead all creative direction and client management for freelance design studio • deliver campaigns from concept to production while managing timelines, budgets, and client communication

2021–2024 advertising designer | current media group | colorado springs, colorado

Art directed nationally distributed print catalogs and direct mail to drive product sales • art directed product photo shoots • editorial proofing • upheld visual branding standards

2018 – 2021 business development/marketing manager | springs automotive group | colorado springs, colorado

Increased brand awareness and foot traffic by creating compelling ads, websites, social media, e-blasts • utilized photography expertise in marketing materials • increased Instagram followers by 20% and engagement by 300% • increased Facebook engagement by 20% and organic reach by 4300% • upheld visual branding standards

2016 – 2017 director of marketing | aftermarket analytics | pueblo, colorado

Executed all-new design, marketing, and communication efforts to establish a distinctive and cohesive brand • create, wrote, and managed branded print collateral, e-blasts, social media, photography, original content blog, Wordpress website, Google Adwords • utilized photography expertise in marketing materials

2014 – 2015 graphic designer | boca raton regional hospital | boca raton, florida

Designed award-winning, multimedia print and digital healthcare campaigns, boosting patient recruitment and satisfaction, bolstering event attendance, raising health issue awareness, and increasing hospital's prominence

education

MA & BFA Savannah College of Art and Design, Savannah, Georgia. Graphic Design

awards

Won Graphic Design USA American In-House Design Award and Aster Award for healthcare marketing