

Joseph C. Hinkley

Alexandria, VA

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Creative Design and Marketing Professional with a proven ability to design, deliver, maintain and support innovative, business-to-business, association and non-profit, marketing and editorial solutions. Over 20 year track record of delivering projects on or under deadline while paying close attention to the bottom line.

TECHNICAL SKILLS

Adobe Acrobat

Adobe Illustrator

MS Excel

Adobe Photoshop

AutoCAD

MS PowerPoint

Adobe InDesign

Revit

WordPress

Adobe Dreamweaver

MS Word

HTML/CSS

GRAPHIC DESIGN & MARKETING EXPERIENCE

National Association for Home Care & Hospice, Washington, DC **Senior Designer to Art Director, 8/2007 – 6/2018**

NAHC is the largest and most respected organization representing the interests of the nation's more than 35,000 home care and hospice organizations providing its members with up-to-minute information, advice, education, networking, business opportunities and legal services.

- Create branded communications for home care and hospice service providers, the public, and Congress.
- Design and production of marketing materials for conferences, magazines, websites, and newsletters.
- Lead communications and marketing projects encouraging the use of in-home care.
- Guide news gathering and reporting for newsletters, websites and social media.
- Supervise two writers, one graphic designer, and one advertising sales person.
- Create and maintain budgets for the department.

Chapman Cubine + Hussey, Arlington, VA

Senior Designer, 9/1998 – 7/2007

Previously known as Adams Hussey and Associates, CCAH for more than 20 years has been on the fund-raising forefront of the ever-changing direct marketing industry with award-winning innovations in direct mail, telemarketing, online and mobile integration.

- Created communications for more than 30 clients, ranging from small non-profits to large commercial banks and airlines.
- Designed direct mail, print and web advertising, calendars, magazines and point of purchase displays.
- Lead and moderated the client brainstorming program and quality control focus group.
- Collaborated with a team of five writers and assisted with art direction for two junior designers.

DESIGN & SALES EXPERIENCE

Closet America, Landover, MD

Designer, 9/2018 – Present

Voted "Top Work Places 2018" by *The Washington Post*, Closet America is a locally owned and operated business providing clients with custom luxury closets and premier garage storage systems.

- In-home design of custom organizational systems using CAD based software tools
- Guide clients smoothly through the purchasing process
- Manage a daily schedule of client consultations

CONSULTING & VOLUNTEERING

DMG Interiors, Reston, VA

Marketing and Web Development, 7/2018 – Present

Design Management Group, DMG is a commercial interior design firm providing interior design, architectural and procurement services.

- Provide guidance on marketing strategies to meet company goals
- Update website to be mobile friendly and comply with SEO standards
- Add new content as needed to increase brand awareness

Caring Institute, Washington, DC

Graphic Design and Web Development Services, 8/2007 – 6/2018

The Caring Institute is a 501(c)(3) nonprofit organization dedicated to the principals of caring, integrity and public service.

- Create printed material for annual event, The Caring Awards, including invitations and magazines
- Volunteer at event and provide services as needed

EDUCATION & PROFESSIONAL DEVELOPMENT

Northern Virginia Community College, Alexandria, VA

Photography & Architectural Drafting

Taking classes in AutoCAD, Revit and hand rendering to further explore design in furniture, cabinet making and construction crafts. Completed Courses in: Art, Design, Photography and Architectural Drafting/Construction.

Maryland Home Improvement Contractor License #117145

KEY ACCOMPLISHMENTS

- Redesigned the NAHC Legislative Action Center: The goal was to increase activism on behalf of home care and hospice supporters by integrating social media, email, text, and phone contact in one interface.
- Led membership renewal and prospecting efforts: Created early renewal options, easy to use email/online forms, and a multi-channel marketing strategy (media outreach, social media, traditional mail and email).
- Redefined the NAHC brand to focus on news and analysis: Opening up information and analysis to more streams steered NAHC's brand toward becoming the leader in home-based care information. Vehicles used to accomplish this include:
 - Open news reporting and analysis of nonproprietary information using web-based media.
 - Specialty publications embracing non-federal topics like Medicaid and private pay home care.
 - Clinical working groups to address specific issues in infection control, medical coding, and rural vs. urban care delivery models.
- Developed micro sites to address industry needs:
 - Home Care & Hospice Agency Locator to make finding an agency easier for consumers and referrers.
 - Home Care & Hospice Associate Marketplace for members to find products and services catering to industry needs.
 - Home Care & Hospice Career Center to encourage choosing home care and hospice as a career path and help fill available positions.
- Conference sites to promote our specialty conferences on clinical and financial issues.
- Organized campaigns around specific issues and events: Using a multi-channel approach to bring topics like the Home Care & Hospice Month, Miles Traveled by Home Care Nurses, and the 50th Birthday of Medicare out into the public.

AWARDS

- Awarded 31 MAXI Awards from the Direct Marketing Association of Washington
- 11 International ECHO Awards from the Direct Marketing Association