

# JOSEPH HINKLEY

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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. **View my portfolio at [bhodesign.com/JoePortfolio.html](http://bhodesign.com/JoePortfolio.html).**

## KEY ACCOMPLISHMENTS

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- **Redesigned the 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. This has increased activists to 16,000 and made over 70,000 legislative contacts.
- **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). Membership went from a steady decline to a steady 2-5% increase.
- **Redefined the NAHC brand to focus on news and analysis:** Opening up information and analysis to more streams has steered NAHC's brand toward becoming the leader in the full spectrum of 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 microsites 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.

## PROFESSIONAL EXPERIENCE

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### **National Association for Home Care & Hospice, Washington, DC**

*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.*

#### **Art Director, 8/2007 – 6/2018**

- 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.

**Continued ...**

**Chapman Cubine Adams + Hussey** (previously Adams Hussey and Associates), Arlington, VA

*For more than 20 years, CCAH 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.*

**Senior Designer, 9/1998 – 7/2007**

- 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.

**ADDITIONAL EXPERIENCE**

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**Phillips Business Information, Potomac, MD**

Senior Designer, 1996-1998

Created business-to-business marketing and editorial material for over 60 newsletters and 20 industry directories.

**American Entertainment, Manassas, VA**

Graphic Artist, 1995-1996

Created compelling marketing design and illustration for a premium comic book and science fiction retail and catalog business.

**ABC Imaging, Washington, DC**

Graphic Artist, 1993-1995

Produced high-quality output of graphic design projects for consumer and business customers.

**Washington Hospital Center, Washington, DC**

Audio and Visual Technician, 1990-1993

Photographed and videotaped medical procedures and created slides for presentations and publications.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

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**Northern Virginia Community College, Alexandria, VA**

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.

**TECHNICAL SKILLS**

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| • Adobe Acrobat     | • AutoCAD       | • WordPress   |
| • Adobe Photoshop   | • Revit         | • QuarkXPress |
| • Adobe InDesign    | • MS Word       | • HTML        |
| • Adobe Dreamweaver | • MS Excel      | • CSS         |
| • Adobe Illustrator | • MS PowerPoint |               |

**AWARDS**

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