

JOE HINKLEY

Creative Direction for Marketing, Education and Activism

EXPERIENCE:

Creative Director

National Association for Home Care & Hospice, August 2007 – Present

Function: Create brand focused communications for providers of home care and hospice services, the public, and Congress.

Design:

- Design and production of marketing materials for conferences, a monthly magazine, websites, and newsletters
- Maintain consistent style and brand guidelines

Communications:

- Lead communications and marketing projects encouraging the use of in-home care.
- Guide news gathering and reporting for newsletters, websites and social media
- Organize industry information and data for distribution to consumers, Congress, and media outlets

Management:

- Supervise two writers, one graphic designer, and one advertising sales person
- Create and maintain budgets for the department

Senior Designer

Adams Hussey and Associates, September 1998 – July 2007

Function: Create communications for more than 30 clients, ranging from small non-profits to large commercial airlines.

- Design direct mail, print and web advertising, calendars, magazines and point of purchase displays
- Lead and moderate the client brainstorming program and quality control focus group
- Collaborate with a team of five writers and assist with art direction for two junior designers

Other Experience:

Senior Designer for Phillips Business Information

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

Graphic Artist for American Entertainment

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

Graphic Artist for ABC Imaging

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

Audio Visual Technician for Washington Hospital Center

- Photography and video taping of medical procedures, and creation of slides for presentations and publications.

More About Joe:

Well versed in modern design tools

- Adobe Creative Suite, Microsoft Office Products, Content Management Systems, WordPress, HTML/CSS

Creates designs that win awards

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

Currently studying drafting at Northern Virginia Community College

- Taking classes in AutoCAD, Revit and hand rendering to further explore design in furniture, cabinet making, and construction crafts

RECENT ACCOMPLISHMENTS:

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 15,000 and made over 62,000 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.

Refined 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 referers
- [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
- [Financial Management Conference](#) to promote our specialty conference on 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.

Portfolio is available at bhodesign.com/JoePortfolio.html
and references are available by request

CONTACT:

6415 CAVALIER DRIVE ALEXANDRIA, VA 22307
(703) 599-2857 • JOE@BHODESIGN.COM