



Emily Hockenhill

Marketer & Graphic Designer

Marketing professional and graphic designer with a passion for all things creative. Skilled in content creation, content writing and editing, photography, web design, and print design.

Expertise

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
WordPress
Elementor
Microsoft Office
Photography
Content Creation
Content Writing and Editing
Video Editing
Web Design
Print Design
Brand Identity Development
Brand Messaging
Search Engine Optimization
HTML & CSS

Education

Fall 2018-Fall 2021 - LinkedIn Learning & StackSkills Certificates

(Video Content Strategy,
Social Media Marketing,
Content Marketing,
Conversion Copywriting,
and more)

Associate of Applied Science in Graphic & Web Design

Lakeshore Technical College
Cleveland, WI
Graduation: May 2021

Associate of Applied Science in Marketing

Lakeshore Technical College
Cleveland, WI
Graduation: August 2019

Experience

February 2023-Present: Donohue & Associates, Sheboygan, WI

Marketing Coordinator

- Design and write content for website, social media, client proposals, and ads, resulting in a recognizable, unified brand voice across all channels. Programs used include Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, and Microsoft Office.
- Work closely with technical professionals to write and proofread technically-accurate proposal content for client projects, as well as design and update proposal graphics, resulting in many projects awarded to the company. Programs used include Microsoft Office, Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.
- Design, manage, and update company website, resulting in an up-to-date, accurate, and informative online presence.
- Design advertisements and marketing collateral that clearly communicate with the intended audience, resulting in greater brand awareness. Programs used include Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Microsoft Office.

October 2021-February 2023: Shoreline Hometown Credit Union, Manitowoc, WI

Marketing Specialist

- Created (assets and messaging) and executed marketing campaigns. Assets included web graphics, print handouts, in-branch posters, emails, radio commercial scripts, web content, and more. Programs used included WordPress, Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.
- Created content for and updated social media channels, including Facebook and YouTube, resulting in increased engagement.
- Managed internal and external WordPress sites, including content creation/updates and management of information structure.
- Managed WordPress website.
- Created reports on social and website stats for data-driven meetings, resulting in increased effectiveness in decision making.
- Vendor selection and communication (answered questions from vendors, provided assets to vendors, and scheduled vendor meetings).
- Created promotional signage, including banners and billboards.
- Calendar management (schedule meetings at times convenient for all involved).

September 2019-September 2021: Dynamic Digital Marketing Agency, Sheboygan, WI

August 2020-September 2021: Marketing Coordinator

- Updated Dynamic's social media channels, including Facebook, Instagram, LinkedIn, and Twitter.
- Created proposals for potential client jobs, gathering and putting together information relevant to the project at hand.
- Assisted with the video production process.
- Wrote blog posts and web page text. Researched clients and topics, then used that research to create accurate, engaging content.

September 2019-August 2020: Freelance Copywriter

Sheboygan County, WI
emily.hockenhill@gmail.com
920.912.0967
linkedin.com/in/emilyhockenhill
emilyhockenhill.com