

Emily Hockenhull

Marketer & Graphic Designer

CONTACT

Sheboygan, WI
(920) 912-0967
emily.hockenhull@gmail.com
emilychockenhull.com

DESIGN & TOOLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Acrobat
- Photography
- Video Editing

WEB & DIGITAL

- WordPress & Elementor
- HTML / CSS
- SEO
- Social Media Mgmt
- Email Campaigns

MARKETING

- Brand Identity
- Copywriting & Editing
- Content Creation
- Campaign Management
- Analytics & Reporting
- Vendor Communication

SOFTWARE

- Microsoft Office Suite
- Google Suite

EDUCATION

A.A.S., Graphic & Web Design

Lakeshore Technical College
Graduated 2021 · 4.0 GPA

A.A.S., Marketing

Lakeshore Technical College
Graduated 2019 · 4.0 GPA

EXPERIENCE

Loan Consultant

Sep 2025 – Present

Lendmark Financial · Plymouth, WI

- Review credit applications and assist customers with obtaining financing.

Marketing Coordinator

Feb 2023 – Aug 2025

Donohue · Sheboygan, WI

- Designed and wrote content for website, social media, client proposals, and ads — creating a unified brand voice across all channels (Adobe InDesign, Illustrator, Photoshop, Premiere Pro).
- Collaborated with technical professionals to write and design accurate proposal content, resulting in numerous projects awarded to the company.
- Redesigned company website using WordPress, Elementor, and custom CSS — modernizing the brand and eliminating the need for external web support.
- Created advertisements and marketing collateral that drove greater brand awareness across print and digital channels.

Marketing Specialist

Sep 2021 – Feb 2023

Shoreline Credit Union · Manitowoc, WI

- Created and executed multi-channel campaigns: web graphics, print handouts, in-branch posters, email, radio scripts, and web content.
- Managed internal and external WordPress sites; grew social media engagement on Facebook and YouTube through consistent content strategy.
- Built analytics reports on social and web performance to support data-driven decision-making.
- Designed promotional signage (banners, billboards) and managed vendor selection and communication.

Marketing Coordinator

Aug 2020 – Sep 2021

Dynamic Marketing Agency · Sheboygan, WI

- Managed social media channels (Facebook, Instagram, LinkedIn, Twitter) and produced SEO-focused blog posts and web copy.
- Created client proposals and assisted with video production workflow.