



WHITNEY MIRACLE

505 COURT STREET | HATTIESBURG, MISS. 39401
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EMPLOYMENT

RED THREAD BRANDS

HATTIESBURG, MS | CREATIVE DIRECTOR | SEPT 22 - PRESENT

HATTIESBURG, MS | DESIGN DIRECTOR | MAY 19 - SEPT 22

RESPONSIBILITIES INCLUDED:

Creating & managing brands & integrated marketing campaigns for our clients across multiple channels, from conception to implementation and strategic review; content & strategy development; art direction; copy writing; layout design; photo direction; project management; extensive experience in managing a team of designers and other creatives as a member of the leadership team; video conception, direction and execution; print production; digital marketing design & implementation; Purpose development work (includes in-depth cultivation and exploration of mission, vision, purpose, values and behaviors for brands, organizations and individuals)

HUBCITYSPOKES

HATTIESBURG, MS | CREATIVE DIRECTOR | JUL 17 - MAY 19

RESPONSIBILITIES INCLUDED:

Crafting, nurturing & protecting the brand of multiple publications as well as the overarching publishing company; content & ad creation; art direction, copy writing, layout, photo direction, project management, and print production for more than 70 publications yearly, including a weekly newspaper & monthly glossy magazine; updating & maintaining the website & social media platforms for both The PineBeltNEWS & Signature magazine.

SOUTHERN PROHIBITION BREWING

HATTIESBURG, MS | BRAND MANAGER | OCT 13 - APR 16

RESPONSIBILITIES INCLUDED:

Sourcing vendors for Southern Prohibition Brewing's packaging needs; maintaining over \$100k worth of brewery inventory; creating packaging solutions for the Southern Prohibition Brewing's brands, from inception to design and implementation; providing original illustration & art direction of contributing artists; executing artwork across multiple platforms (online, merchandise, point of sale) that appropriately conveyed Southern Prohibition Brewing's voice; maintaining an online database of all marketing materials for distributor use; designing merchandise & promotional material.

RARE DESIGN

HATTIESBURG, MS | GRAPHIC DESIGNER | SEPT 11 - MAR 12

RESPONSIBILITIES INCLUDED:

Independently developing communication, marketing, & creative strategies for clients using my background of brand design principles; developing & managing financial projections for accounts.

THE UNIVERSITY OF SOUTHERN MISSISSIPPI OFFICE OF UNIVERSITY COMMUNICATIONS

HATTIESBURG, MS | COORDINATOR OF GRAPHIC DESIGN | JUNE 11 - SEPT 11

HATTIESBURG, MS | GRAPHIC DESIGNER | JAN 08 - SEPT 11

EDUCATION

BFA in ART, EMPHASIS IN GRAPHIC COMMUNICATION

The University of Southern Mississippi | DEC 07

MS in MASS COMMUNICATION

The University of Southern Mississippi | DEC 12

TECHNICAL SKILLS

Adobe Creative Suite (including Premier Pro & Audition) | Microsoft Office
Asana | Figma | Mail Chimp | Social Media platforms

PHILANTHROPY

Board Vice President & Fundraising and Outreach Committee Chair, Southern Pines Animal Shelter