



# WHITNEY MIRACLE

505 COURT STREET | HATTIESBURG, MISS. 39401  
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## EMPLOYMENT

### RED THREAD BRANDS

HATTIESBURG, MS | DIRECTOR OF DESIGN | MAY 19 - PRESENT

#### RESPONSIBILITIES INCLUDED:

Creating & managing brands & integrated marketing campaigns for our clients across multiple channels; content & strategy development, art direction; copy writing; layout design; photo direction; project management; managing a team of designers as a member of the leadership team; video and print production; digital marketing design & implementation; Purpose development work.

### HUBCITYSPOKES

HATTIESBURG, MS | CREATIVE DIRECTOR | JULY 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.

### SPF WINDOW TINTING

HATTIESBURG, MS | DIRECTOR OF OPERATIONS | JULY 16 - JULY 17

### SOUTHERN PROHIBITION BREWING

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

#### RESPONSIBILITIES INCLUDED:

Sourcing vendors for Southern Prohibition's packaging needs; maintaining over \$100k worth of brewery inventory; creating packaging solutions for the SoPro 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 II | SEPT 11 - MAR 12

#### RESPONSIBILITIES INCLUDED:

Independently developing client communication, marketing & creative strategies from a standpoint of full knowledge of brand principles for clients; developing & managing financial projections for accounts.

### OFFICE OF UNIVERSITY COMMUNICATIONS

HATTIESBURG, MS | THE UNIVERSITY OF SOUTHERN MISSISSIPPI

COORDINATOR OF GRAPHIC DESIGN | JUNE 11 - SEPT 11 | GRAPHIC DESIGNER | JAN 08 - JUNE 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 | Quark Express | Asana | Figma  
Mail Chimp | Social Media platforms

## INTERESTS

fonts | culinary endeavors | community development | planning & scheduling | budget traveling