



WHITNEY MIRACLE

310 S 12TH AVE | HATTIESBURG, MISS. 39401
MIRACLE.WHITNEY@GMAIL.COM | WHITNEYMIRACLE.COM

EMPLOYMENT

HUBCITYSPOKES

HATTIESBURG, MS | CREATIVE DIRECTOR | JULY 17 - PRESENT

RESPONSIBILITIES INCLUDED:

Crafting, nurturing and 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 and monthly glossy magazine; updating and maintaining the website and social media platforms for both The PineBeltNEWS and Signature magazine; leading the rebrand efforts for The PineBeltNEWS (a newly-consolidated periodical, formerly distributed as The Hattiesburg Post, The Petal News and The Lamar Times.)

SPF WINDOW TINTING

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

RESPONSIBILITIES INCLUDED:

Direct point of sale for automotive window film inquiries; maintaining a customer database; sending out a weekly newsletter and monitoring of social media sites and website for questions and reviews, generating responses when necessary; creating materials to support the SPF brand, such as fliers, packaging options, website and P.O.S. materials; maintaining film ordering inventories; providing office administration duties

SOUTHERN PROHIBITION BREWING

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

RESPONSIBILITIES INCLUDED:

Sourcing vendors for Southern Prohibition's packaging needs and maintaining over \$100k worth of brewery inventory; creating packaging solutions for the SoPro brands, including inception and design; providing original illustration and art direction of contributing artists; executing artwork across multiple platforms (online, merchandise, point of sale) that appropriately conveyed Southern Prohibition Brewing's voice; creating original content for brewery website, Facebook page, monthly newsletter and Instagram; maintaining an online database of all marketing materials for distributor use; designing SoPro merchandise and promotional material; fulfilling in-person or online store orders from customers and vendors; managing Taproom operations, including staff coordination, event planning, equipment maintenance and running of day-to-day operations

RARE DESIGN

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

RESPONSIBILITIES INCLUDED:

Independently developing client communication, marketing and creative strategies from a standpoint of full knowledge of brand principles for clients; developing and 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

RESPONSIBILITIES INCLUDED:

Providing creative solutions via print, video, web and promotional materials for the University client base; managing a multitude of creative and marketing projects and schedules; assessing work loads and assigning projects to designers; leading client meetings

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 | Microsoft Office | Quark Express | FileMaker Pro | Mail Chimp | Social Media platforms

INTERESTS

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



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REFERENCES

JACQUELINE LEE

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CATHERINE LOTT

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BRITTANY WESTBROOK

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