



# WHITNEY MIRACLE

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

## EMPLOYMENT

### SPF WINDOW TINTING

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

#### RESPONSIBILITIES INCLUDE:

- Direct point of sale for automotive window film inquiries, assessing customers' needs and informing them as to the best available options
- Maintaining smooth workflow utilizing the latest online software to schedule all automotive film appointments (upwards of 100+/monthly)
- 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
- Maintaining film ordering inventories, registering warranties, ordering necessary supplies (creating forms and documents when needed to maximize productively) and providing office administration duties as needed (including answering all phone calls)

### SOUTHERN PROHIBITION BREWING

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

#### RESPONSIBILITIES INCLUDE:

- Sourcing vendors for Southern Prohibition's packaging needs and maintaining over \$100k worth of brewery inventory
- Creating packaging solutions for the Southern Prohibition brands, including inception, design and vendor sourcing; 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 materials, maintaining inventory of materials and 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 | FileMaker Pro | Mail Chimp | Social Media platforms

## INTERESTS

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