



ALESSANDRA M. HOSKINS

505.264.4626  
alessandrahoskins.com  
alessandra.hoskins@gmail.com

INDESIGN

IN COPY

AFTER EFFECTS

PHOTOSHOP

ILLUSTRATOR

LIGHTROOM

MICROSOFT OFFICE

## ○ EDUCATION

### EASTERN NEW MEXICO UNIVERSITY

Class of 2014

Bachelor of Fine Arts, Graphic Design

## ○ EXPERIENCE

### COMMUNICATIONS GRAPHIC DESIGNER

KLIM/Teton Outfitters | Rigby, ID | 2016 to Present

Responsible for the development and execution of all internal and external creative material for KLIM. This includes the conceptualization, design, and execution of large-scale, complex, print publications such as catalogs, user manuals, and direct mailers. I develop product packaging, hangtags, and Point-of-Purchase displays in order to enhance the high-end, in-store experience of consumers. In addition, I handle product photo editing, developing large-scale ad campaigns, creating print advertisements for editorial use, producing consumer emails, banner advertisements, graphics for social media (Facebook, Instagram, and YouTube), and providing multi-faceted creative support for domestic and international dealers.

### NATIONAL CREATIVE SERVICES COORDINATOR

SAE Institute USA, Ex'pression College | New York, NY | 2014 to 2016

Designed internal and external creative material for nine U.S. campuses. I orchestrated, designed, and executed several marketing campaigns for print and web, and coordinated a rebranding operation after the acquisition of the Ex'pression College campuses in San Francisco and San Jose, California. In addition, I created animated gifs and motion graphic content for use on social media, email, and web advertisements in order to drive conversions and engagement. I also assisted in the directing, shooting, and editing of photo content to be used for various in-house projects.

### MARKETING AND PROMOTIONS ASSISTANT

Sodexo ENMU | Portales, NM | 2013 to 2014

Designed marketing materials for the campus dining hall and three on-campus retail locations. I was also responsible for designing site-specific materials, managing several social media and web applications, and orchestrating special events to correspond with corporate promotions and holiday celebrations.

Additional experience and references available upon request.