


# BRADLEY HOIBAK

<https://bhoibak.journoportfolio.com/>

 kedyphotoyql

 bhoibak@gmail.com

 403.393.9433

## RELATED & INDUSTRY EXPERIENCE

■ August 2020 - Present

**Graphic Designer** Alberta Shirt Co

- Logo creation and design for client projects
- Marketing and promotion materials design
- Client apparel design

■ Sept 2014 - March 2020

**Sales & Marketing** - Zircon Graphics

- Consulting with clients on signage projects
- Marketing materials design
- Social Media management
- Advertising and public relations for Zircon

■ June 2017 - Present

**Marketing Coordinator** - Playgoers of Lethbridge

- Social Media Management
- Program and ticket design for shows
- Write and distribute quarterly newsletter via MailChimp

■ Aug 2010 - June 2013

**Graphics/Copywriter** - Visions Electronics

- Designed flyers for weekly distribution
- Advertising design for local and national newspapers
- Social Club events planning
- Staff newsletter layout, design and distribution

■ July 2009-Aug 2010

**Project Manager** - Anvy Digital

- Client consultation and customer service
- Production and installation of graphics
- Vinyl installation

■ December 2000 - July 2009

**Creative Director** - Medicine Hat News/Lethbridge Herald

- Management of 12+ employees
- Social club events planning
- Advertising design for current and prospective clients
- Created in-house publications and graphics

## KEY SKILLS & COMPETENCIES

### Supervisory

- Several training courses through Banff School of Business
- Head of sales team at Pier 1 Imports
- Store Manager Training at The Shoe Company (Town Shoes)

### Copywriting

- Writing articles, blog posts and newsletters for Playgoers of Lethbridge.
- Web content writing

### Multi-tasking

- Head of Pre-press and Creative Departments at both Medicine Hat News and Lethbridge Herald

### Motivated

- Pitched new story ideas and tracked down news and sports events for both Raymond Review and Cardston Chronicle

### Customer Service

- Demonstrated and maintained composure and positive attitudes in conflict situations

## EDUCATION

**BPA - Communication Management** - Athabasca University

Est. 2021 Completion

**Multimedia Production** - Lethbridge College

June 2000 Completion

**Print Journalism** - Lethbridge College

June 1998 Completion

## SKILLS & EXPERTISE

- MS Office
- Adobe CC
- Team Player
- Passionate
- Outgoing
- Self-Motivated

## REFERENCES

AVAILABLE UPON REQUEST