



KIMBERLY HOSKINS

Marketing
Communications
Professional



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Portfolio at
HoskinsDesign4U.com

Illinois Mutual Insurance, Peoria, IL 10/15-7/2020 Marketing Communications Project Coordinator

Wrote and strategized compelling marketing content for Disability Insurance and Worksite product lines for B2B, B2C and internal audiences • I managed projects between invested stakeholders including Sales, Compliance, Subject Matter Experts, and C-Suite • I produced engaging, KPI measureable marketing solutions for online digital channels: internet, social media, video, email, intranet and print. I helped lead brand expansion, sales support and customer experience initiatives

JLBG Health AHIX Insurance Exchange, Warrenville, IL 2015-2019 - Consultant

Produced marketing content promoting independent health exchange open enrollment for several national affiliates through digital & print distribution channels

UnityPoint Health - Methodist|Proctor, Peoria, IL 2/13-5/15 - Internal Communications Specialist

Produced marketing content and project management for system-wide and internal communication • Managed intranet • Presented training of communication model for new hire onboarding • Led communication for a 9-month campaign for technology roll-out of EMR (Epic).

Methodist Medical Center, Peoria, IL 3/01-2/13 Graphic Designer/Marketing Project Manager

Managed marketing projects from start to finish for internal and external audiences in fast-paced

marketing department • Brand Expansion through multi-channel campaigns to promote product lines, physicians, events and company culture

Caterpillar Inc., Peoria, IL 7/99-11/00 Compensation & Benefits Department (C&B) HSD

As a contract employee, I managed graphic design processes and trained a team to use Mac layout templates. I also worked on internal C&B initiatives including newsletters, email blast graphics, displays and presentations

New Media Studio/Dynamic Graphics, Inc., Peoria, IL 10/97-7/99

Graphic design for interactive multimedia projects concepting, interface & tutorial design for interactive magazine called *Idea Source* and customized client projects for the Hult Health Education Center

Dynamic Graphics, Inc., Peoria, IL 3/95 - 10/97

Graphic design: concepting & print production of several supplement magazines for DG clip art products • Worked in DG Marketing department designing various marketing projects and catalogs promoting company products and services

Mark IV Advertising, Peoria, IL 2/92-3/95

Creative direction/design for client projects in a fast-paced full service agency. Clients included Caterpillar, Rohn, PDC and agri-business and legal industries

EDUCATION AND SKILLS

EDUCATION:

- **Northern Illinois University**
Bachelor's Degree in
Visual Communications
- **Midstate College**
PC Desktop Publishing
- **Illinois Central College**
Mac Desktop Publishing

SOFTWARE:

- Adobe Creative Cloud:
InDesign, Illustrator,
Photoshop, Acrobat
- MailChimp
- WordPress
- Adobe Director
- Microsoft Office:
Word/PowerPoint/Excel
- Social Media:
Facebook, LinkedIn
- Sound Edit

SKILLS:

- Project Management for
digital marketing initiatives
- Graphic design: print, multi-
channel digital content: web,
social media, email, video
- Copywriting/Language
Simplification
- Campaign development
- Web asset management
- Digital Photography
- Digital Illustration

DEVELOPMENT, AWARDS & COMMUNITY INTEREST

LIMRA 2018 Marketing
Conference, Baltimore, MD

Star 12 - 2017 Copywriting
Workshop

AHIP DIA Certification
2020 SSDI Course

ICC - WEB Course 110:
HTML & Advanced Internet

ICC - Intro to Project
Management

ICC - Marketing:
Advertising 220

DGEF Professional
Education Courses:

- Design Illustration II
- Design for Multimedia
- Advanced Photoshop

Illinois Central College PDI:
Dreamweaver 4 - Level 1 & 2

2012 Gold Ink Award
Imagine Imaging Sales Kit

Area Business Connection
Tradeshow
2005-2006 Best of Show

2005 Press Ganey National Award

2005 Conference in Orlando, FL
Methodist C HAWAII: National
Patient Safety Goals Campaign

2004 Pinnacle Award
Methodist New Physician Ads

1993 Adam Award
Mark IV Advertising, Inc.
Full color 16-page catalog titled,
Preferred Collection for Caterpillar
Service Technology Group

Junior League of Peoria
• Active Member: 2001 - 2010
• 2009 - Playhouse Fundraiser Chair