



Joseph Hinson

📞 1.434.426.7249

✉️ joseph@outthink.co

🌐 hirejh.com

To Whom it May Concern,

I can't speak to what others bring to the table, but I know what I offer: a track record of growing with every role, building strong teams, delivering results for clients, and leading with integrity. These are the qualities I value in the people I work with — and the ones I bring to every role I take on.

I grew up in a world of service, organizing and leading from an early age. By 22, I was the youngest camp director in a Christian youth organization, managing 18 staff and overseeing operations for 150 campers weekly. Later, working in social services, I helped at-risk teenagers earn their GEDs and take meaningful next steps toward adulthood.

That passion for people and systems eventually led me to Out:think, an author marketing agency. I started as a web designer, grew into managing teams and client relationships, and ultimately bought and led the company. For the past decade, I've built client success systems, coached teams, and served as the primary client touchpoint, ensuring top-quality execution and outcomes.

I'm excited to bring my skills, experience and dedication to a team where I can make a meaningful impact — bringing energy and clarity to every project I take on.

Thank you for considering my application. I would welcome the opportunity to contribute to your goals and long-term success.

Sincerely,

Joseph Hinson

About me in 3 minutes

WATCH VIDEO

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EDUCATION

August 2000 – May 2004

LIBERTY UNIVERSITY

- Lynchburg, Virginia
- B.S. Communications
- Graphic Design Focus

SKILLS

- Leadership and Team Management
- Project Management and Strategic Planning
- Client Relationship Building and Retention
- Marketing Strategy and Campaign Management
- Educational Program Development
- 15 Years Experience in Sales and Business Development
- Extensive AI integration and experimentation

SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere Pro
- Cursor
- Google Apps
- Mailchimp / Mailerlite
- Converkit
- Constant Contact / Mailerlite
- Keap (Formerly Infusionsoft)
- Google Analytics

PROGRAMMING LANGUAGES

- PHP
- HTML5
- Javascript
- CSS
- WordPress Development

A BIT ABOUT ME

I bring years of experience as a marketing leader with a background that spans content strategy, design, development, operations, and team management. Since 2015, I've served as President of Out:think, leading cross-functional teams and executing complex campaigns for high-profile clients. Over the past decade, I've built lasting client relationships and consistently aligned team performance with long-term strategic goals.

EXPERIENCE

● Out:think (March 2015 – Present)

President / Director of Client Success & Operations

- Directed launch campaigns for multiple New York Times bestsellers, overseeing strategy, messaging, and multi-channel delivery.
- Built and managed cross-functional teams of designers, developers, and writers to execute high-touch client projects on time and under budget.
- Created and implemented systems to enhance client satisfaction, communication standards, and client retention.
- Led over 100+ client projects from proposal through launch, maintaining a high referral and retention rate.
- Grew service offerings to include website builds, full-scale digital marketing campaigns, and ongoing platform support.

● Out:think (October 2008 – March 2015)

Web Designer, Project Manager, Developer

- Progressed through creative and technical roles, ultimately managing projects and client relationships.
- Delivered high-quality websites and marketing assets on deadline for authors and experts.
- Supervised interns and subcontractors, supporting team growth and mentoring junior talent.
- Balanced design and functionality, learning to code in response to project demands.

● Trax International (2007 – 2008)

Engineer Technician

- Specialized in converting static images to interactive control panels for simulators.
- Pioneered new image modification techniques and software integration.

● Raleigh Signs (2006 – 2007)

Client Relationship Manager

- Oversaw client relationships and managed custom sign design projects.
- Balanced creative design with client requirements effectively.

● Bedford County Group Home/New Hope Academy (2004 – 2006)

Educator and GED Program Director

- Created and led a GED program for at-risk youth with a 100% pass rate.
- Provided education, structure, and mentorship to students navigating complex life situations.

● The Masters Inn (Summer 2003)

Camp Director

- Directed a 150-camper, 18-staff sleep-away program. Managed logistics, safety, programming, and team morale.
- Youngest director in the program's history.



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REFERENCES

This is a small sampling of the people that can speak to the quality of my character and abilities.

WORK:

Matthew Barzun: former UK ambassador under Obama, owner of Louisville Magazine. I helped Matthew launch his book and I was the lead creative partner for the Louisville Magazine website.

Email: matthew@matthewbarzun.com

Tim Grahl: StoryGrid

Tim is the founder of Out:think, and was my boss for the 6 years that preceded the transfer.

Email: tim@timgrahl.com

Matt Pantana: Founder, Clearview Software

Matt is a good friend who counseled me through the acquisition of Out:think and knows my work ethic. He also brought us on to re-design his website before he sold his company.

Email: matt@mattpantana.com

Nicole Hunn: Gluten Free On A Shoestring

Nicole was a long-time client for several years at Out:think. We helped her monetize her intellectual property and build her info product line.

Email: nicole.hunn@gmail.com

Andreas Widmer: Director, Ciocca Institute

I worked with Andreas on the launch of his book, he can speak to the team dynamic I've created at Out:think and my character.

Email: widmer@cua.edu

PERSONAL:

Don Kidd is one of my closest friends. We traveled the country together for months at a time, living and working side-by-side. During that season, I supported him through a major setback by towing his RV after his truck was totaled. He can speak to my character, reliability, and commitment to others.

Phone: 434.258.1045

Garret Goehner is a trusted friend who has followed my professional journey. We've spent hours discussing work, life, and purpose. He can speak to both my industry knowledge, passion and personality.

Phone: 612-961-3440

Dan Griffin has become a good friend of mine since I moved to Florida and attended his Sunday school class. He can speak to my ability to adapt to new environments and my people skills.

Phone: 919.475.7450

Mark Fesmire was my pastor for many years and a trusted spiritual mentor. We also worked closely together in ministry, which gave him a front-row seat to how I serve others. He can speak to my integrity, depth of character, and commitment to living out my values in both personal and professional settings.

Email: mfkf125@verizon.net

About me in 3 minutes

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Additional references available upon request.