



Joseph Hinson

📞 1.434.426.7249

✉ joseph@outthink.co

🌐 hirejh.com

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

WATCH VIDEO

hirejh.com



Additional references available upon request.