



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.