



BLAKE HOTALING

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Portfolio: blakehotaling.com

PORTFOLIO WEBSITE

blakehotaling.com



EXPERIENCE

JR. GRAPHIC DESIGNER | FURNISHED QUARTERS | REMOTE | JAN 2024 - NOW

Design and produce a wide range of marketing assets—including flyers, brochures, landing pages, email campaigns, social media graphics, sales materials, packaging, videos, and animations—to support marketing and company-wide initiatives. As the sole in-house graphic designer I manage the complete design workload and organize and prioritize multiple design projects to maintain efficient workflows and ensure timely delivery of creative assets. Support website development through design updates and UI/UX enhancements, improving usability and visual consistency across the site.

GRAPHIC DESIGNER (CONTRACT) | MATTRESS FIRM | REMOTE | JULY 2023 - NOV 2023

Contributed as a graphic designer to two large-scale initiatives for Mattress Firm, including the New Associate Program, creating graphic assets, icons, infographics, slide decks, and interactive course materials that enhanced visual engagement and improved knowledge retention for new employees. Supported storytelling and presentation development for the company's annual SleepCon conference.

FREELANCE GRAPHIC DESIGNER | REMOTE | JUNE 2021 - NOW

Collaborated with local businesses to design logos, stickers, packaging, business cards, brochures, and websites, while coordinating with print shops to produce print-ready documents that met client specifications and ensuring timely distribution of all deliverables.

CREATIVE TOOLS & SKILLS

- Photoshop
- After Effects
- Figma
- Salesforce
- Powerpoint
- Illustrator
- Adobe XD
- HTML / CSS
- Stripo
- Typography
- InDesign
- Premiere Pro
- UX/UI Design
- Flat Animation
- Email Design

EDUCATION

WAKE TECHNICAL COMMUNITY COLLEGE | RALEIGH, NC | FEB 2021 - MAY 2023

Associate of Applied Science, Advertising & Graphic Design

Web and Graphic Design Certificate

Cumulative GPA: 3.967

SIENA COLLEGE | LOUDONVILLE, NY | SEP 2016 - MAY 2020

Bachelor of Arts, English

Information Systems Minor

RECOGNITION

COMMUNITY CHOICE AWARD | FURNISHED QUARTERS | NOV 2024

Recognized for exceptional work ethic and dedication, earning this award within the first year of employment.