

# Mike Hobson

Portfolio: [hobsonmike.com](http://hobsonmike.com)

Los Angeles, CA

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## Summary

Versatile & detail oriented creative professional. Best suited to fast-paced environments requiring cross-functional collaboration. Adept at developing concepts & ready to handle multiple projects from ideation to on-time, budget-friendly delivery. Always open to feedback & learning opportunities along the way. Motivated by every project's potential to empower collaborators & audiences.

## Skills

Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Bridge, Capture One) | Figma | HTML | CSS | JavaScript | WordPress | content & file management systems | digital photography | photo retouching & color correcting | project management | user experience (UX) design | print production | digital/print advertising design | motion graphics | video editing | editorial design | typography | brand identity/logo design | quality control & metadata testing | image research | copywriting/editing |

## Professional Experience

**Web Designer** | **Victoria's Secret & Co.** | New York, NY | 10/2021–06/2023

- Designed web layouts for global markets in collaboration with cross-functional marketing, e-commerce, & US creative teams.
- Created wireframes & pixel-perfect digital assets for daily site updates, product launches, & seasonal promotions.
- Conducted thorough quality assurance testing in live & staging environments for multi-language home & landing pages.
- Produced & optimized brand-aligned digital assets for marketing campaigns that successfully boosted engagement & sales.

**Assistant Manager, Advertising & Promotions** | **HarperCollins Publishers** | New York, NY | 09/2017–02/2021

- Collaborated with cross-functional teams to design & deliver innovative digital/print ads, social media content, promotional goods, & marketing materials for hundreds of titles annually.
- Optimized AdPromo team workflows by implementing a digital project tracking system & maintaining our vendor directory.
- Provided mentorship & design support to AdPromo coordinators & one direct report, ensuring efficient team operations.
- Planned & supported promotions & author events at HarperCollins' Comic Con & BookCon exhibitor booths.

**Marketing Associate** | **Taylor & Francis Group** | Philadelphia, PA | 01/2016–08/2017

- Executed marketing campaigns for 50+ academic journals through email, social media, & conference promotional channels.
- Developed & demonstrated graphic design & copywriting skills by effectively translating complex concepts into effective marketing materials & providing clear explanations of design choices.
- Presented marketing campaign results with article & journal-level analytics to editors & academic association leadership.
- Collaborated with the Authors & Researchers vertical after a department restructure, conducting user research & delivering reports to establish branding guidelines & drive engagement for 230 academic journals.

**Marketing Assistant** | **Taylor & Francis Group** | Philadelphia, PA | 10/2013–01/2016

- Increased brand visibility through ad purchasing, marketing asset design, & academic conference promotions.
- Developed engaging copy for press releases & HTML marketing emails to effectively communicate with target audiences.
- Developed & edited multiple social media content calendars, effectively increasing follower counts & post engagement.

**Editorial Intern** | **Penn State University College of the Liberal Arts** | University Park, PA | 05/2010–05/2012

- Edited grant applications, course materials, & scholarly articles for Xiaoye You, Professor of English & Asian Studies.

## Education

**B.A. in English** | **Penn State University College of the Liberal Arts** | University Park, PA

**Combined Certificate in Graphic Design & Web Programming** | **CUNY Hunter College** | New York, NY

**After Effects I** | **New York University School of Professional Studies** | New York, NY