

# GEOFFREY HINES

DAD / LEADER / CREATIVE DIRECTOR / CONTENT CREATOR

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## EXPERIENCE

- Social Media Content Creator**  
NEWELL BRANDS | FEB 2022 - CURRENT
  - Strategized/executed paid & organic social for Mr. Coffee, Oster, Crock-pot, Foodsaver, Rubbermaid, Calphalon and more.
  - Keeping up with and predicting trends
  - Organic storytelling
- Owner**  
TYE DYE LYFE | OCT 2020 - CURRENT
  - Clothing designer
  - Social & ecommerce strategist
  - Art/Creative Direction
  - UX/UI and testing
  - Analytics
  - Marketing
  - Cross platform design & promotions
- VP Marketing/Creative Director**  
GOLO LLC. | NOV 2019 - FEB 2020
  - Strategized /executed company rebranding
  - Launched social campaigns
  - Leveraged sales analytics to help campaigns
  - UX/UI and testing
  - Art/Creative direction
- Digital Art Director**  
QVC INC. | JUN 2012 - NOV 2019
  - Art/Creative direction of web, apps, social
  - Social design and strategy
  - Photo art direction and retouching
  - UX/UI and testing
  - Managed contractors and interns
  - Cross functional design and communication
  - Strategize with ecomm and merchandising to help hit benchmark goals
  - Lead high-level strategy meetings to align all parts of the business
  - Development of yearly holiday look and feel
- Merchandising Manager**  
OLD NAVY | MAR 2006 - JUN 2012
  - Scheduling
  - Payroll
  - Customer service
  - Responsible for reaching logistical goals when unloading and processing shipment deliveries
  - Employee training and development
  - Lead volunteer outreach program

## EDUCATION

- West Chester University of PA**  
BFA GRAPHIC DESIGN | MAY 2011

## SUMMARY

I am a highly experienced Creative with a passion for problem solving. I pride myself on my strong ability to network, along with my ability to handle multiple tasks with a wide scope while meeting tight timelines. Over the years I've learned that time management is a necessity to being successful in any job and mastering it has allowed me to be involved countless high-profile events such as, working with Disney, Fox, Launching new lines from Katy Perry, Urban Decay, Catherine Zeta Jones, and multiple large-scale Sweepstakes. I focus a lot on the people around me, because without them I wouldn't be as successful as I am. Having a good working relationship with your team makes life so much easier.

## PROFESSIONAL EXPERIENCE

Part of my responsibilities over the years have included overseeing photoshoots, designers, and creative execution, giving me the ability to multitask, design, problem solve, and create a multitude of assets for numerous events, promotions, sweepstakes, rebranding and so much more. My current role in social media pushed me out of my comfort zone and allowed me to learn new skills and a different way of thinking when it comes to mobile first thinking.

## SKILLS

|                 |             |                     |             |
|-----------------|-------------|---------------------|-------------|
| Illustrator     | <div></div> | Tiktok/Instagram    | <div></div> |
| Photoshop       | <div></div> | Mobile/App Design   | <div></div> |
| Indesign        | <div></div> | Problem Solving     | <div></div> |
| After Effects   | <div></div> | Presentation Skills | <div></div> |
| Leadership      | <div></div> | Collaboration       | <div></div> |
| Time Management | <div></div> | Networking          | <div></div> |
| UX/UI/Testing   | <div></div> | Microsoft Office    | <div></div> |

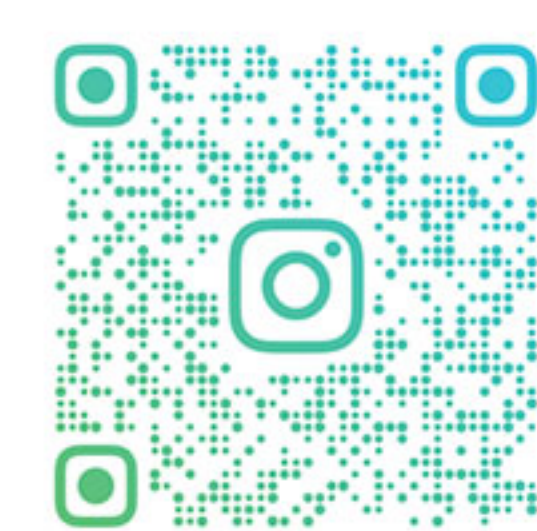
## TYE DYE LYFE LINKS



WEBSITE



TIKTOK



INSTAGRAM