



# Averiel Hossley

## ADVERTISING AND DIGITAL MARKETING

Digital Advertiser with 5+ years of experience. Excels in Graphic Design and Copywriting. Increased audience engagement by 30%, secured over \$600,000, and reimbursed over \$350,000 per year for multiple government agencies.

### PHONE

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### EMAIL

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### COUNTRY

United States

### LINKEDIN

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# Experience

## Digital Marketing Lead

Vermont Kin As Parents -  
Burlington, VT

2020 – 2023

- Optimized website for priority search engine rankings.
- Designed brand guide for consistency across social media presences.
- Scheduled marketing emails and social media posts to increase audience engagement by 30%.
- Wrote scripts for radio station advertisements.

## Project Manager

Blueprint For Health -  
Waterbury, VT

2022 – 2024

- Programmed and designed website for statewide access to services.
- Designed presentations for statutory approval, securing over \$600,000 for mental health care expansion.
- Designed brand guide to embolden public support through familiarity.
- Facilitated interdepartmental communication, meeting yearly goals efficiently.

# Education

## BACHELOR OF FINE ARTS

Digital Marketing  
NEWBERRY COLLEGE  
Second In Class, 2019

## Weatherization Billing Program Manager

State Department of Environmental Quality -  
Charlotte, NC

2024 – Present

- Translates complicated legislative language into visual designs for presentations to ensure the reimbursement of over \$350,000 per fiscal year.
- Manages, trains, and leads a team of 5 people while regularly facilitating interdepartmental communication.

# Skills

## ADOBE CREATIVE SUITE



## CONTENT CREATION



## SEO



## BRAND DESIGN



## COPYWRITING



## ANALYTICS TOOLS



## COMMUNICATION

