



# 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**

+1 802 734-5671

**EMAIL**

averielhossley@gmail.com

**COUNTRY**

United States

**LINKEDIN**

linkedin.com/in/averielhossley

## 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**

