

# JOLI A. Hohenstein

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## EXPERIENCE

### *Freelance Marketer & Writer*

2008-present

JOLI A. HOHENSTEIN FREELANCE MARKETING & WRITING, Forsyth, IL

- Marketing strategy, brand management, project management, writing, editing, and more.
- In-depth experience and broad skill set in a variety of B2B and B2C topics and media.
- Proven ability to create and implement effective, results-driven campaigns and pieces.

### *Associate Creative Director*

2003-2008

JONES AND THOMAS MARKETING COMMUNICATIONS, Decatur, IL

- Lead creative strategy for largest agency outside Chicago.
- Develop B2B & consumer print, electronic, interactive, direct mail, trade show pieces.
- Lead creative development for new business pitches.
- Manage brand, style and legal consistency for client accounts.
- Oversee staff of 10.

### *Communications Manager*

1991-2005

SHAW FURNITURE GALLERY, Taylorville, IL

- Create advertisements, brochures, banners, tags and direct mail pieces.
- Plan comprehensive advertising/marketing/public relations strategy.
- Manage company Web site.
- Manage cooperative marketing programs.

### *Editor*

2001-2003

COUNTRY JOURNAL PUBLISHING COMPANY, Decatur, IL

- Direct and plan content for leading quarterly publication.
- Manage Web site.
- Write, research and edit incisive content for bimonthly and quarterly publications.

### *Marketing Communications Manager*

1999-2001

INTERNATIONAL TRUCK AND ENGINE CORPORATION/NAVISTAR, Warrenville, IL

- Build comprehensive marketing communications strategies and budgets for \$40-million division.
- Develop product line promotion to double category sales.
- As internal agency, create and produce product and service advertisements, promotions, multimedia presentations, newsletters, direct mail, packaging and training materials.
- Manage brand strategy in division marketing, communications, advertising and public relations.
- Write and develop division Internet, Extranet and Intranet sites.
- Review all division communications to ensure branding, style and legal consistencies.
- Supervise staff of three.

### *Editor*

1995-1999

BALL PUBLISHING, Batavia, IL

- Lead startup team for bimonthly publication to develop advertising, marketing, design, content, circulation and editorial strategies.
- Create effective advertising/marketing materials to promote products worldwide.
- Manage company Web site.
- Promote, plan and moderate seminars for annual conferences, trade shows.
- Write, research and edit content for international and domestic magazines.
- Supervise staff of six.

## EDUCATION

Bachelor of Science, Ag Communications, University of Illinois—Urbana-Champaign

## PROFESSIONAL

Decatur Ad Club

YMCA Board of Directors

Davey, Decagon, ACE/B2B, and Webby Awards