

# MALIA HOSTETLER

designer

## EXPERIENCE

### MARKETING DIRECTOR / JAN 2014 - PRESENT

#### BACKYARD PLAYNATION, LLC (FORMERLY PLAYNATION PLAY SYSTEMS, INC.)

Lead a team of designers responsible for creating marketing materials for PlayNation, Gorilla Playsets, and Swing 'N Slide, the nation's leading domestic manufacturers of residential wooden swing sets.

- Manage project distribution and art direction for production artists/design team
- Responsible for managing several multi-million dollar ecommerce websites (redesign, everyday updating, maintenance, etc.)
- Design product proposals for large online retailers such as Home Depot, Costco, Sam's Club, etc. Also design all enhanced content graphics to be used on for all online retailers, affiliates, and independent dealers
- Handle all product photography, including scheduling and running photoshoots

### CREATIVE MANAGER / JUN 2011 - JAN 2014

#### PLAYNATION PLAY SYSTEMS, INC.

- Hired as a Production Artist and was promoted to Creative Manager within six months
- Oversaw the development of all graphic elements for PlayNation and its affiliated companies under the direction of the Marketing Director
- Responsible for designing everything from a 100+-page annual catalog to logos, websites, sale graphics, truck wraps, and business cards.
- Implemented and maintained an asset database that significantly improved productivity and functionality for the design department

## CONTACT

- ✉ MALIA.F@GMAIL.COM
- ☎ 828.817.4462
- 📍 MARIETTA, GEORGIA
- 🌐 MALIAHOSTETLER.COM

## EDUCATION

### PRATT INSTITUTE

2005 - 2009

BFA COMMUNICATIONS  
DESIGN (ADV/ART DIR)

## SKILLS

- PHOTOSHOP ●●●●●●●●●●
- INDESIGN ●●●●●●●●●●
- ILLUSTRATOR ●●●●●●●●●●
- DREAMWEAVER ●●●●●●●●●●
- HTML / CSS ●●●●●●●●●●
- WORD ●●●●●●●●●●
- EXCEL ●●●●●●●●●●
- POWERPOINT ●●●●●●●●●●