

PATRICK TOSTE

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 San Diego, CA  www.patricktoste.com

MULTIDISCIPLINARY CREATIVE

I'm a self-driven creative leader with 7+ years of experience building HIGHOPES into a top branding and marketing agency in the cannabis industry. As Co-Founder and Creative Director, I've led projects for 150+ brands across 15 markets, driving \$3.5M+ in revenue through bold strategy and standout design. I take ownership at every level-leading teams, building brands, and executing campaigns that deliver real results. Before launching my agency, I gained experience crafting campaigns for major national brands both in-house and at other agencies. Through this varied background, I bring valuable branding, marketing and advertising expertise to create impactful creative solutions.

EXPERIENCE

HIGHOPES SEATTLE, WA & SAN DIEGO, CA

Co-Founder & Creative Director → Jul 2018 - Present

Co-founder and Creative Director for an agency that specializes in branding, packaging, website design and marketing services for the cannabis industry. Working with over 150 companies in over 15 different markets. As leader of the creative team, my roles and responsibilities include:

- Producing creative deliverables for client project & in-house needs
- Managing junior designers, senior designers and contractors
- Establishing, implementing and managing creative processes
- Strategizing and executing agency marketing efforts
- Sole salesman accountable for driving over \$3.5M in revenue
- Account and project management support
- Analyzing agency growth and identifying scalable opportunities

SELF-EMPLOYED CA & WA

Freelance Designer → May 2012 - Sep 2018

As a freelance designer I worked directly with clients and as a contractor with agencies (Tether & Ignited USA) on a wide range of projects spanning branding, packaging, website design, advertising and merchandising. I gained experience working with companies like Under Armour, US Army, Fresh n' Easy, DTS Headphones, Sony, Perspire Sauna Studio, and Santa Monica's Pacific Pier.

WICK & MORTAR SEATTLE, WA

Creative Director → Aug 2017 - Jun 2018

Lead the creative team for a boutique agency that specializes in branding, packaging and web design for the cannabis industry. Projects focus on building brands for start-up cannabis companies and carrying the brand across print and digital platforms.

PUBLICIS GROUPE SEATTLE, WA

Designer → Jun 2015 - Aug 2017

Gained further experience as a designer in the advertising industry through digital/print ad design, branding, art direction, and creative conceiving. Clients include T-Mobile, American Girl, KEXP 90.3FM, and Alaska Airlines (Pitch).

THE COFFEE BEAM & TEA LEAF LOS ANGELES, CA

Junior Designer → Jul 2014 - Apr 2015

Worked in a small in house team to create successful solutions for a variety of creative requests for both domestic and international. Gained experience in brand management, coffee and tea packaging design, in store seasonal promotions, print ad campaigns, website and digital design, and art direction.

EDUCATION

CSU LONG BEACH LONG BEACH, CA

Bachelor of Fine Arts in Graphic Design → Sep 2009 - Jul 2014

ACHIEVEMENTS

- Awwwards 2022 Honorable Mention
- Clio Cannabis 2022 Bronze Winner - Website/Microsite
- Clio Cannabis 2023 Bronze Winner - Brand Identity

CAPABILITIES

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

FIGMA

ADOBE INDESIGN

BRAND STRATEGY

BRAND NAMING

LOGO DESIGN

IDENTITY DESIGN

PACKAGING DESIGN

UX/UI DESIGN

WORDPRESS

COPYWRITING

PRINT DESIGN

DIGITAL MARKETING

MERCHANDISING

CLIENTS

T-Mobile

The Coffee Bean & Tea Leaf

Under Armour

KEXP

Special Olympics

Sony

Fresh n' Easy

Pinkberry

Santa Monica Pacific Pier

Curio Wellness

Red, White & Bloom

VidaCann

Casa Verde

Kanha