

J.L.L.

JOE LATHAM

About

Creative, dedicated graphic designer and illustrator. It is my passion to take ideas and transform them into visible media. With an aptitude for problem-solving, an eye for detail, and a desire to see projects through to their optimal end: I thrive in environments that challenge me to think of creative ways to solve problems.

Education

Bachelor of Arts, Graphic Design

The University of Alabama
2013 – 2017

Minor in Cultural Anthropology

The University of Alabama
2013 – 2017

Skills

- Proficient in the Adobe Suite
- Excellent communication skills
- Attention to detail
- Ability to collaborate effectively
- Project management
- Front-end Web Development

Experience

Senior Graphic Designer

Shakespeare Company, LLC / Columbia, SC
2025 - 2026

- Collaborated with multiple teams in modernizing packaging and brands.
- Provided supplemental support for high level presentations via both physical and digital mediums.
- Proposed, executed, and established a company-wide art approval process.

Junior Graphic Designer

Rather Outdoors Inc. / Columbia, SC
2021 - 2025

- Led the charge in revolutionizing packaging via the use of FlowCodes/QR codes and managing the system for them.
- Assisted in the creation of a catalog of logos for new products and brands.
- Lead designer in the collaboration with Warner Bros to design packaging for Zebco fishing products for kids.

Graphic Designer / Illustrator

Campus Collection Inc. / Northport, AL
2017 - 2020

- Created a catalog of T-shirt designs for customers around the United States. Ranging from major restaurants to apparel for the Crimson Tide and the University of Alabama.
- Provided supplemental support for high level meetings via digital mockups of product and yearly catalogs.

Drove the initiative to create a new product targeting the commercial demographic.

ENDURALINE

ENGINEERED BY SHAKESPEARE.

STRONGER CREWS. BETTER OUTCOMES.
Lower cost per foot. Fewer reloads. Faster job completion.

INCREASE CREW PRODUCTIVITY
20% longer runtime reduces reloads & downtime.

RELIABLE SUPPLY & CONSISTENT QUALITY
Made in the USA to ensure in-season availability.

DOUBLE DIGIT COST SAVINGS
Eliminate distributor markup by buying direct.

FREE SHIPPING.
No hassle.

Model #	Packaging Type	Diameter	Length	Price	Price/FT	Case QTY	Length (in)	Width (in)	Depth (in)	Weight (lb)
17896	Large Donut	0.095"	260'	22.99	0.088	12	24	8	8.25	11.5
17897	Large Donut	0.105"	200'	22.99	0.115	12	24	8	8.25	11.5
17898	3# Spool	0.095"	800'	32.33	0.040	8	14	14	13	24.5
17899	3# Spool	0.105"	705'	32.33	0.046	8	14	14	13	24.5
17900	5# Spool	0.095"	1400'	47.60	0.034	4	14	14	9	20.5
17901	5# Spool	0.105"	1100'	47.60	0.043	4	14	14	9	20.5

TERMS: NET 30

LEAD TIME: 14 DAYS

MOQ: 10 CASES

Request a free field trial.
Test EnduraLine with your crews.

Contact Us
commercial@shakespeareco.com

CUTS STRONGER. LASTS LONGER.



ENDURALINE

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INCREASE CREW PRODUCTIVITY
20% longer runtime reduces reloads & downtime.

OTHER LINE

DOUBLE DIGIT COST SAVINGS
Eliminate distributor markup by buying direct.

ENDURALINE

20% Productivity Advantage

Less downtime = Finish jobs faster

RELIABLE SUPPLY & CONSISTENT QUALITY
Made in the USA to ensure in-season availability.

FREE SHIPPING
No hassle.

Engineered for extended runtime.

Proven through third-party testing

BUILT FOR COMMERCIAL LANDSCAPE OPERATIONS

1. National & regional lawn maintenance companies
2. Multi-branch organizations
3. High-usage professional crews

Request a free field trial.
Test EnduraLine with your crews.

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CUTS STRONGER. LASTS LONGER.

Mach Jacked launch campaign. Various sizes were done for social media pages and website banners.



Mach Jacked banner featuring two fishermen. The man on the left is wearing a camouflage jacket and a cap, holding a fishing rod. The man on the right is wearing a cowboy hat and sunglasses, holding a large fish. The background is a light, textured surface.

MACH JACKED
ALL NEW 2024
SPINNING & BAITCAST COMBOS

@SEÑORBASSFISHING
JUAN CARLOS

@ANDROBYE
ANDREW NORDBYE



Mach Jacked banner featuring a fishing rod and reel. The rod is black with red accents, and the reel is black and red. The background is a light, textured surface.

MACH JACKED
ALL NEW 2024
SPINNING & BAITCAST COMBOS

SHOP NOW



Mach Jacked banner featuring a fisherman. The fisherman is wearing a dark jacket and a cap, holding a fishing rod. The background is a light, textured surface.

MACH JACKED
ALL NEW 2024
SPINNING & BAITCAST COMBOS

LEARN MORE



Mach Jacked banner featuring a fisherman. The fisherman is wearing a dark jacket and a cap, holding a fishing rod. The background is a light, textured surface.

MACH JACKED
ALL NEW 2024
SPINNING & BAITCAST COMBOS

LEARN MORE

@SEÑORBASSFISHING
JUAN CARLOS

Social graphics done for MACH influencers for a meet and greet event at the 2024 Bassmaster Classic. A total of 7 influencers were featured, 14 graphics total, all following the same concept I created.



MEET ME AT THE
CLASSIC

MARCH 22 - 24
BOOTH #673

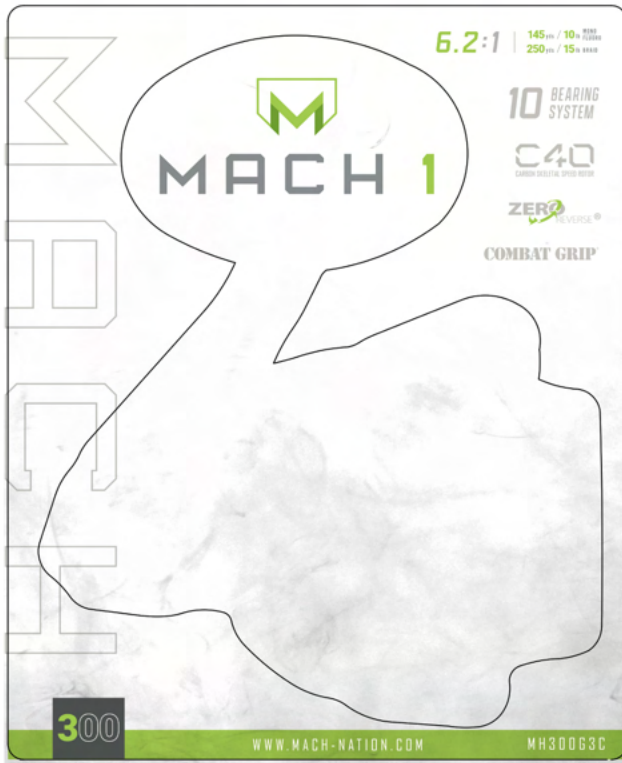


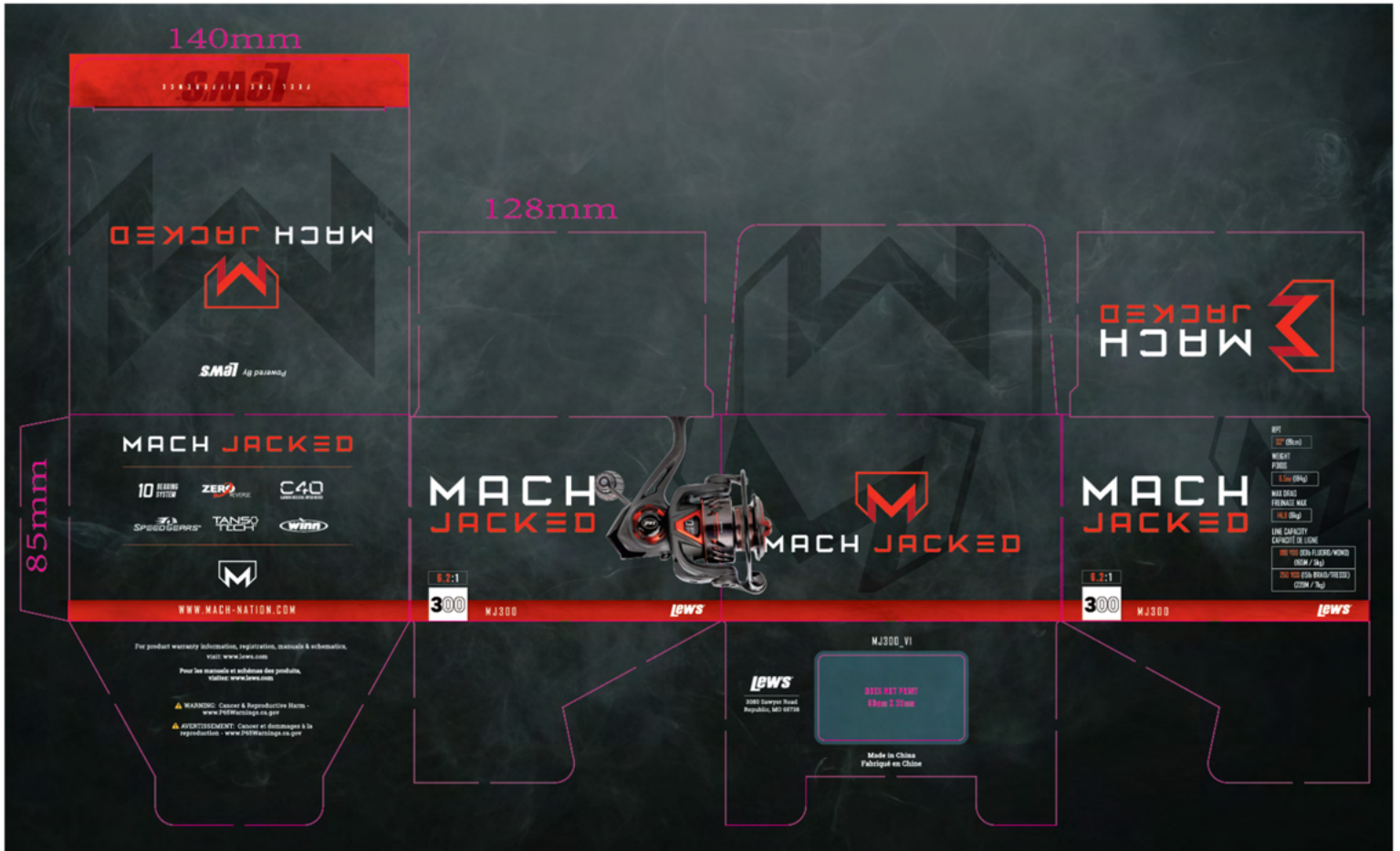
MEET ME AT THE
CLASSIC

MARCH 22 - 24
BOOTH #673



Clam packaging produced for MACH spinning reels.





I was in charge of designing the boxes for the Mach Jacked and Mach 1 spinning and casting reels.





Strike King

BIG SLABS LOVE MR. CRAPPIE BAITS
SPRING SLABS WITH MR. CRAPPIE

As water temperatures climb, crappie begin their annual migration to shallow spawning grounds, creating a prime opportunity for anglers to catch these tasty panfish around brush piles and fallen timber.

Mr. Crappie is the gold standard when it comes to lures and tackle designed to catch the biggest springtime slabs. Tie one on.

[LEARN MORE](#)



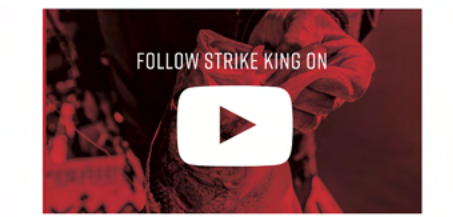
TIE ONE ON

"My favorite technique in early spring is using the Jig & Bobber combo in shallow water 3 to 6 feet deep depending on water clarity!"
 - Wally Marshall a.k.a. Mr. Crappie



MR. CRAPPIE LURES

FOLLOW STRIKE KING ON




LEW'S

NEW FOR 2023

LITE



NEW Custom LITE Reel

[LEARN MORE](#)



NEW Lew's LITE Rod

[LEARN MORE](#)

TAKE OUR SURVEY FOR A CHANCE TO WIN ONE OF OUR NEW FOR 2023 RELEASES!

[ENTER HERE](#)



NEW FOR 2023

MACH

TYLER ANDERSON breaks down how to catch more fish with the all new **MACH** bait:

THE WERKBAIT



[LEARN MORE](#)



[WATCH HERE](#)



WWW.MACH-NATION.COM

Lew's print ad featured in the In-fisherman magazine promoting a new product. I put together the concept and directed/assisted in the set up and photography of the product shot used.



Lew's

CL SHALLOW SPOOL

CL SHALLOW SPIN

Custom LITE

LEW'S PRO ANGLER | TRISTAN MCCORMICK

CUSTOM LITE

LIGHTER / FASTER / STRONGER

Setting the standard of spinning and baitcast performance in featherweight, technology-driven reels - Lew's Custom Lite reels outperform competitors with ease. Pair the reels with the expertly crafted Custom Lite rods, available in 28 actions.

Feel the difference with the Lew's Custom Lite reels and rods.



/ FEEL THE DIFFERENCE

Martin print ad featured in a 2024 Pittman Creek magazine.

I created the concept and directed/assisted in the set up and photography of the product shot used.



BLUE CHIP COMBOS

Martin's Blue Chip combos uphold the standards of quality and value that fly anglers expect from Martin.

The complete Blue Chip fly rod outfits include a semi-rigid carrying case, a custom fly assortment, fly box, and a 2-in-1 removal and cutting tool to ensure every fly-fishing journey is even better than the last. Available in Dry Fly, All Day Trout, Stream|Popper, and Multi|Multi kits, the Blue Chip family has the right fly gear uniquely crafted for your next adventure.

Various banners produced for websites to drive customer engagement.

