



KEVIN WOLFF

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SUMMARY

Advertising creative and multimedia marketer since 2007 with a true love for brands and entertainment. Proven agency and client-side ability to blend art and storytelling to make compelling ads that aren't just interruptions. Pixel-perfect designer and concept creator with the analytical aptitude for strategy and AP Stylebook-tight copy. Actual human who loves people and has a history of working with teams under Hollywood-thin deadlines.

EXPERIENCE

Simple Sprout

Irvine, CA

Director of Branding & Product Design

Jan 2019 – Present

- Developed a new smart hydroponic garden company from scratch, complete with brand guidelines, animated logo, landing page, e-commerce website, and a value proposition to enter the competitive gardening market.
- Art directed a team of engineers to design a clean and easy-to-use smart garden and mobile app - ensuring that it would be aesthetically pleasing enough for a family to keep in their home, while being foolproof to operate.

Interfit Photographic

Irvine, CA

Director of Advertising & Branding

Jun 2018 – Present

- Promoted within 1 year for significant contributions to product design, sales, and brand awareness.
- Conceive branded design systems to grow the company image and improve revenue through tradeshow booths, logos, packaging, digital, literature, and various multimedia marketing content.
- Redesigned the Interfit website with a new interface that speeds purchases 4x, shortens clicks to checkout by half, and cuts operations time by unifying the entire company's systems into one custom back-end, saving hundreds of dollars per month on plug-ins and third-party subscription fees.
- Executed a tradeshow marketing plan that included a promotional contest, online sales, digital kiosks for data collection, e-commerce ordering, and a custom booth design (under budget) that garnered the same revenue in a single week that the company achieved during all of Q4, 2018.
- Promote Interfit across relevant social media networks using on-brand content, product tags, and encouragement of consistent engagement to drive conversion rates up to 1%. Immediate 10-fold increase in reach and engagement within the first 30 days of management, which I doubled again within the year.
- Collaborate with the product manager and factory team to design innovative products, user interfaces, and vibrant packaging that look unmistakably Interfit in shape, color, texture, build quality, materials, and functions. The Badger Unleashed became our most popular product of all time within 6 months and recently received a "2019 Hot Ones" award from Professional Photographer Magazine for exceptional design.
- Revamped brand ambassador program to account for thousands of dollars in monthly revenue using a measurable affiliate linking and promo code system I developed.

Marketing Associate

Jan 2018 – Jun 2018

- Promoted within 6 months for superior results in rebranding the company and bringing in notable sales.
- Sponsored and accurately represented the Interfit brand across relevant social networks using programmatic content and encouragement of consistent engagement by communicating frequently with customers.
- Sought out and established products in untapped market segments through social outreach and ad campaigns.
- Designed and optimized all e-commerce storefronts from company endemic sites to Amazon and third-party outlets for search engine visibility, brand recognition, and increased conversions.
- Built and upheld relationships with leading photographic influencers for "Creative Pros" brand ambassador program to cross-promote artists with the Interfit brand through digital and interpersonal networks.

Kwixo Designs

Huntington Beach, CA

Founder, Art Director

Sep 2007 – Present

- Produce captivating, story-driven branding through graphic, photo, film, social, web and mobile creative.
- Devise audience-conscious media strategies to garner loyalty through emotional connections and ensure maximum attention while maintaining a clear brand personality.
- Craft impactful communication solutions for diverse businesses that have established their brands in new target markets, doubled brand awareness and social engagement and increased conversions by thousands.



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Studio71

Partner Relations Manager

Beverly Hills, CA

Sep 2013 – Mar 2014

- Maintained and grew the brand identities of 500+ YouTube creators across several social media platforms through cross-channel promotion, creative programming, unique branding, and targeted ad optimizations.
- Prospected, signed, and curated popular social influencers' content for monetization through pre-roll and display advertising, as well as multimillion-dollar organic brand video integrations.
- Created striking on-brand design assets and guidelines for video content, digital channels, and print.

AWARDS

- "Hot Ones" Award for Product Design, Professional Photographer Magazine (2019).
- Official T-Shirt Design, Drexel University (2012).
- "Select Ribbon" (top 10% of all entries), WA State Photo Contest (2012).
- "Today's Best Design" Award, Zazzle.com (2011).

SKILLS

ADVERTISING	CREATIVE	BUSINESS
<ul style="list-style-type: none"> • Art Direction • Brand Development • Social Media Marketing • Copywriting 	<ul style="list-style-type: none"> • Film + Photography • Graphic Design • Visual Effects • Web Design 	<ul style="list-style-type: none"> • Brand Strategy • E-Commerce Marketing • User Experience Design • Search Engine Optimization
Photoshop Illustrator InDesign Premiere Pro After Effects Dreamweaver Lightroom Buffer HTML5 CSS3 PHP Sony Vegas Maya Mudbox 3D Studio Max Salesforce SoundForge Amazon Marketing HootSuite Audacity Google Suite Microsoft Office Suite Mac OSX Windows		

EDUCATION

Chapman University

Bachelor of Arts in Advertising + Film, magna cum laude
Minor in Visual Effects Production

Orange, CA

Aug 2014 – May 2017