



KEVIN WOLFF

(253) 929-9390

kevinwolff@comcast.net

www.wolffkevin.com

www.linkedin.com/in/kevinswolff

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

Interfit Photographic, Ltd.

Marketing Associate

Irvine, CA

Jan 2018 – Present

- Promote and accurately represent the Interfit brand across relevant social media networks using programmatic on-brand content and encouragement of consistent engagement with business-consumer communication.
- Seek out and establish products in untapped market segments through social outreach and ad campaigns.
- Design and optimize all e-commerce storefronts from company endemic sites to Amazon and third-party outlets for search engine visibility, brand recognition, and increased conversions.
- Build and uphold relations 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

Founder, Art Director

Huntington Beach, CA

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, boosted awareness and social engagement 200% and increased conversions by thousands.

Studio71, LP.

Partner Relations Manager

Beverly Hills, CA

Sep 2013 – Mar 2014

- Maintained and grew 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

- Second Place Presentation "6-Minute Pitch" Finals, Drexel University (2013).
- 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 Adobe Sign HTML5 CSS3 PHP Sony Vegas Maya Mudbox 3D Studio Max Salesforce SoundForge Amazon Marketing HootSuite Audacity Google Suite Microsoft Office Suite Mac OSX Windows | | |



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EDUCATION

Chapman University

Bachelor of Arts in Advertising + Film, magna cum laude

Minor in Visual Effects Production

Orange, CA

Aug 2014 – May 2017