



# KEVIN WOLFF

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## SUMMARY

Brand system expert and creative catalyst with a passion for marketing and technology. Proven ability to simplify complex concepts into engaging content and compelling products that hit KPIs and build loyalty. Pixel-perfect designer and concept collaborator with the analytical aptitude for strategy and AP Style copy. Extrovert with a history of managing and inspiring Agile, cross-functional teams under tight deadlines.

## EXPERIENCE

### Arcules

*Brand Storyteller*

Irvine, CA

Jun 2021 – Jan 2023

- Led the development and implementation of creative, strategy, and messaging for the Arcules SaaS brand system – developing tools and information needed to be successful, while closely monitoring their progress.
- Built a corporate identity and marketing funnel that delivered 4x qualified lead generation in the first year.
- Designed engaging content that effectively communicated the unique value of Arcules, condensing complex information into a compelling brand story.
- Managed cross-functional internal teams and external agencies to develop branded event experiences, videos, brochures, case studies, large format print, pitch decks, social media, display ads, websites, email campaigns, product guides, swag, etc.
- Produced, edited, and curated an asset library of product intros, testimonials, commercials, and how-to videos.

### Omnius Holdings

*Director of Advertising & Brand Identity*

Irvine, CA

Jan 2018 – Jun 2021

#### Interfit Photographic

- Designed and marketed a product that became the company's most popular of all time within 6 months and received a "Hot Ones" award from Professional Photographer Magazine in 2019.
- Established products in untapped market segments through social outreach and digital campaigns, shifting a nearly all-male, 40+ audience to include millennials and 20% more women.
- Conceived and directed commercial photo and video shoots for international product launches and promotional campaigns resulting in measurable conversions.
- Redesigned company website to speed content loading 4x, shorten clicks to checkout by half, and cut operations time by unifying all systems into one custom back-end, eliminating plugins and 3rd-party fees.
- Executed a tradeshow marketing plan and booth design under budget that achieved the same revenue in a single week that the company produced in direct sales during all of Q4, 2018.
- Curated social media accounts and website SEO to drive direct sales conversion rates from 0.3% up over 1%. Immediate 10-fold increase in reach and engagement within the first 30 days of management that doubled again within the year.
- Collaborated with the product manager and factory teams of 10+ people to design innovative products, user interfaces, and vibrant packaging that look unmistakably on-brand in shape, color, texture, quality, and function.
- Revamped brand ambassador program and built a measurable affiliate linking and promo code system that garnered loyalty from the members and became a significant source of new customer monthly revenue.

#### Fovitec

- Increased 2020 DTC (Direct-to-Consumer) sales by 95% guiding an e-commerce team to overhaul the creative and copy of all listings for the promotion and education of customers about our products in a more polished way.
- Directed and edited photo and video shoots for successful GTM (Go-to-Market) campaigns.
- Streamlined and enhanced brand identity, search engine visibility, and user experience on the e-commerce website and Amazon storefront.

### Simple Sprout

- Co-created a smart hydroponic garden brand and led a team of designers and engineers in building a beautiful, high-quality garden system prototype with a companion mobile app.
- Produced brand assets including packaging, product photos, an e-commerce website, and an animated logo to penetrate the competitive smart home IoT and urban gardening markets with a unique offering.
- Provided guidance to the Development team in the creation of a user-friendly, cross-platform mobile app and cloud service that met brand specifications, ensuring both visual appeal and ease of use.

### Kwixo Designs

Art Director (Self-Employed)

Laguna Beach, CA

Sep 2007 – Present

- Realize captivating, data-driven brand systems through multimedia creative that drives results.
- Devise audience-conscious campaign strategies that lift sales and loyalty through emotional connections for maximum attention, while maintaining a clear and genuine brand personality.
- Collaborate with diverse businesses to create impactful communication solutions that have successfully launched brands in new markets, quadrupled awareness and engagement, and generated thousands of high-quality leads.

### Studio71

Network Partner Manager

Beverly Hills, CA

Sep 2013 – Mar 2014

- Developed or maintained brand identities for 500+ YouTube creators, enhancing their social media presence through cross-channel promotion, creative programming, unique branding, and targeted ad optimizations.
- Secured and managed partnerships with top social influencers, monetizing their content through pre-roll and display advertising, as well as multimillion-dollar video brand integrations.
- Created striking on-brand design assets and guidelines for video content, digital channels, and print.

## AWARDS

- 1<sup>st</sup> Place Commercial, CDW Showdown – May 2022
- “Hot Ones” Award for Product Design, Professional Photographer Magazine – Aug 2019
- “Select Ribbon” (top 10% of all entries), WA State Photo Contest
- “Today’s Best Design” Award, Zazzle.com

## SKILLS

- Brand Systems
- Marketing Strategy
- Copywriting + Editing
- Social Media Marketing
- Graphic Design
- Typography
- Visual Effects
- Film + Photography
- Web Design
- E-Commerce Marketing
- UI/UX Design
- Product Development

## SOFTWARE + TECHNOLOGIES

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver, Lightroom)  
Google Workspace | Figma | HTML | CSS | PHP | Blender | Maya | 3D Studio Max | Resolve | HubSpot  
Mailchimp | CRM | Shopify | Amazon Marketing | Meta Ads | Google Ads | Microsoft Office | Mac | Windows

## EDUCATION

### Chapman University

Bachelor of Arts, magna cum laude

Advertising + Film Production; Minor in Visual Effects

Orange, CA

### Drexel University

Business Marketing

Philadelphia, PA