



KEVIN WOLFF

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SUMMARY

Brand systems expert and creative catalyst with a passion for marketing and technology. Proven track record of scaling multi-brand portfolios, building lead-generating digital ecosystems, and producing measurable growth. Hands-on creative with executive-level strategy chops, leading cross-functional teams to deliver pixel-perfect campaigns, products, and experiences that drive ROI.

EXPERIENCE

Encoro

Brand Manager

Irvine, CA

Jan 2024 – Present

- Directed brand strategy, voice, and creative systems for Encoro and sub-brands including Velasea, IronLink, Arbitech, Strategic Sourcing, and PriceGeeks – delivering cohesive, scalable identities that drive growth.
- Produced end-to-end brand and product experiences for IronLink, high-performing sales enablement tools, video campaigns, and trade show experiences supporting major partnerships with vendors.
- Spearheaded digital strategy, achieving a 6x increase in search clicks and boosting impressions from 22.8k to 48.4k, with IronLink reaching the #1 search ranking in key categories.
- Designed and launched three new websites and optimized conversion funnels, generating hundreds of warm leads through improved UX and lead capture.
- Spearheaded the development of a 3D product-rendering pipeline from OEM CAD models, reducing photo production time while maintaining consistent branding and quality.
- Mentored creative teams, implemented SOPs and asset systems, and aligned marketing efforts to achieve measurable ROI and category leadership.

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.

Omnibus 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 packaging that look unmistakably on-brand in shape, color, texture, quality, and function.

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.
- 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.

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.

AWARDS

- 1st 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

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|--------------------------|----------------------|------------------------|
| • Brand Systems | • Graphic Design | • Web Design |
| • Marketing Strategy | • Typography | • E-Commerce Marketing |
| • Copywriting + Editing | • Visual Effects | • UI/UX Design |
| • Social Media Marketing | • Film + Photography | • 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
Zoho | AI LLMs | Shopify | Amazon Marketing | Meta Ads | Google Ads | Microsoft Office | Mac | Windows

EDUCATION

Chapman University

Orange, CA

Bachelor of Arts, magna cum laude

Advertising + Film Production; Minor in Visual Effects

Drexel University

Philadelphia, PA

Business Marketing