



KEVIN WOLFF

(253) 929-9390

kevinwolff@comcast.net

www.wolffkevin.com

www.linkedin.com/in/kevinswolff

SUMMARY

Advertising director and multimedia creative with a passion for brands and entertainment. Proven ability to simplify brand stories into thumb-stopping content and compelling products that spark joy and loyalty. Pixel-perfect designer and concept collaborator 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

Omnibus Holdings

Director of Advertising & Brand Identity

Irvine, CA

Jan 2018 – Present

Simple Sprout

- Co-created a smart hydroponic garden company and art directed a team of engineers to build a beautiful, high-quality smart garden system with companion mobile app.
- Developed new brand assets and guidelines, an animated logo, packaging, product photos, and a launch-ready website to enter the competitive smart home tech and urban gardening markets.

Interfit USA

- Redesigned the company website to speed purchases 4x, shorten clicks to checkout by half, and cut operations time by unifying all systems into one custom back-end, eliminating the need for plug-ins and third-party subscription fees.
- Executed a tradeshow marketing plan and custom 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 .3% up over 1%. Immediate 10-fold increase in reach and engagement within the first 30 days of management, which 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, material, and function. The Badger Unleashed became our most popular product of all time within 6 months and received a “Hot Ones” award from Professional Photographer Magazine in 2019 for exceptional design.
- Revamped brand ambassador program and developed a measurable affiliate linking and promo code system that has garnered loyalty from the members and become a significant source of monthly revenue.
- Established products in untapped market segments through social outreach and ad campaigns, shifting a nearly all-male, 40+ audience to include millennials and 20% more women.

Fovitec

- Collaboratively overhauled the photo, video, and graphic content for all e-commerce listings and social media outlets to promote new and existing products in a more polished and on-brand way.
- Optimize and maintain the design of all e-commerce storefronts from the company’s website, to Amazon and third-party outlets for brand identity, search engine visibility, and increased transactions.
- Built and upheld relationships with leading endemic influencers for a new ambassador program that cross-promotes creators with the Fovitec brand through digital and interpersonal networks.

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)
- “Select Ribbon” (top 10% of all entries), WA State Photo Contest (2012)



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- "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 Audacity HTML5 CSS3 PHP MySQL Blender Maya Mudbox 3D Studio Max Shopify Mailchimp Amazon Marketing HootSuite Buffer G 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