



# KEVIN WOLFF

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## 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. Extrovert with a history of working in scrappy, cross-functional teams under Hollywood-thin deadlines.

## EXPERIENCE

### Arcules, Inc.

#### *Brand Storyteller*

Irvine, CA

Jun 2021 – Present

- Guide the overarching design direction, strategy, and messaging of the Arcules brand system as an ongoing project - providing tools and information needed to be successful, while closely monitoring their progress.
- Craft inspired content that communicates the value of Arcules, through its own brand voice by condensing information about the product into a compelling story of who we are, what we solve, why we are unique, and what that means for our customers and partners.
- Collaborate cross-functionally to develop messaging for creative projects such as videos, sell sheets, case studies, print collateral, pitch decks, social media, display ads, websites, booth designs, email campaigns, lead generation, product resource guides, branded promotional materials, etc.
- Shoot, edit, and curate a library of videos such as product intros, testimonials, commercials, and how-to series.

### Omnibus Holdings

#### *Director of Advertising & Brand Identity*

Irvine, CA

Jan 2018 – Jun 2021

#### Interfit Photographic, Ltd.

- Conceived and directed commercial photo and video shoots for international product launches and promotional campaigns which resulted in measurable conversions.
- 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 plug-ins and 3<sup>rd</sup>-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 .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.
- Collaborated 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 International, Inc.

- Collaboratively overhauled the creative and copy for all e-commerce listings to promote and educate customers about the products in a more polished way, increasing 2020 DTC sales by 95%.
- Directed and edited various photo and video shoots for product advertising campaigns.
- Optimize and maintain the direct website and Amazon e-commerce storefronts for brand identity, search engine visibility, and a smooth user experience.

### Simple Sprout

- Co-created a smart hydroponic garden company and 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.
- Guided our development team to produce a cross-platform mobile app to UI/UX spec for both aesthetic appeal and the simplest usability.

### Kwixo Designs

Laguna Beach, CA

*Art Director (Self-Employed)*

Sep 2007 – Present

- Realize captivating, data-driven branding through graphic, photo, film, social, and mobile creative.
- Devise audience-conscious media strategies that garner loyalty through emotional connections and ensure maximum attention while maintaining a clear brand personality.
- Cooperatively assist diverse businesses to develop impactful communication solutions that have established their brands in new markets, boosted awareness and engagement two-fold and increased leads by the thousands.

### Studio71, LP

Beverly Hills, CA

*Partner Relations Manager*

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

- 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

ADVERTISING	CREATIVE	BUSINESS
<ul style="list-style-type: none"><li>• Art Direction</li><li>• Brand Development</li><li>• Social Media Marketing</li><li>• Copywriting</li></ul>	<ul style="list-style-type: none"><li>• Film + Photography</li><li>• Graphic Design</li><li>• Visual Effects</li><li>• Web Design</li></ul>	<ul style="list-style-type: none"><li>• Brand Strategy</li><li>• E-Commerce Marketing</li><li>• User Experience Design</li><li>• Search Engine Optimization</li></ul>
Photoshop   Illustrator   InDesign   Premiere Pro   After Effects   Dreamweaver   Lightroom   Shopify HTML5   CSS3   SASS   PHP   Liquid   Blender   Maya   Mudbox   3D Studio Max   Mailchimp   HootSuite HubSpot   Amazon Marketing   Facebook Ads   Google AdWords   Microsoft Office   Mac OS   Windows		

## EDUCATION

### Chapman University

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

Orange, CA

Aug 2014 – May 2017

### Drexel University

*Bachelor of Sciences in Business Administration*  
*Marketing Concentration*

Philadelphia, PA

Sep 2012 – May 2014