



EDUCATION

Master of Arts in Journalism: Strategic Communication

Spring 2014
University of Oklahoma
Norman, Oklahoma

Bachelor of Arts in Journalism: Public Relations

Spring 2006
University of Oklahoma
Norman, Oklahoma

SKILLS

Software + Technology

InDesign
Illustrator
Photoshop
MailChimp
Social Media

Editing

Copyediting
Video Editing

Relationships

Volunteers
Committees
Judges
Board Members

Events

Meeting Facilitation
Event Planning
Show Production
On-Site Management
Talent Coordination

COMMUNITY ACTIVITIES

Kappa Kappa Psi –
National Honorary Band
Fraternity

Kevin Wolfe

Chicago, IL | 405.623.7498 | wolfewolfewolfe.com | kwolfe82@me.com

PROFESSIONAL EXPERIENCE

Manager, Marketing + Communications

International Association of Lighting Designers | Chicago, IL | June 2015 – Present

- Designs or provides direction for all printed and digital marketing materials
- Manages branding guidelines for IALD, sub-brands, and events
- Manages and produces the International Lighting Design Awards, including submissions, judging, communications, awards show and presentation, printed book, digital and video assets, and review process
- Redesigned a monthly email newsletter and online content with a 45.3% average open rate and a 10% average click rate
- Writes, designs, and manages social media presence for association
- Writes press releases and manage relations with industry related media
- Manages a group of freelancers and external agencies for writing, graphic design, video production, and event production
- Transitioned association to more online content during pandemic, resulting in increased views on YouTube and channel subscriptions by 200%

Graphic Design + Marketing Consultant

Chicago, IL | August 2011 – Present

- Designs graphics for shows for Chicago storefront theaters
- Develops online and print marketing for a boutique clothing retailer
- Collaborates with David Rosenberg PR on press openings for Chicago theatre companies

Marketing & Audience Services Manager

American Theater Company | Chicago, IL | August 2011 – September 2014

- Planned and implemented season and individual show marketing campaigns
- Created and managed graphic designs for season and individual shows
- Coordinated all marketing and audience services communications
- Managed annual marketing budget for season and individual shows
- Managed a team of three apprentices and three to four box office associates

Graduate Assistant

Gaylord College of Journalism | Norman, OK | January 2009 – December 2010

- Developed public relations and marketing for the Institute for Research and Training
- Attended journalism education conferences to promote WJEC
- Edited and maintained the World Journalism Education Census' database
- Planned and executed media training sessions for army captains
- Organized activities and programs for international journalists visiting the U.S.
- Assisted in planning, teaching, and grading for public relations research classes
- Oversaw the planning and implementation of public relations campaigns for national and international clients including Zenith Awards, National Museum Wales, and SPICE Study Abroad Program in Erfurt, Germany

Graphic Designer

Home Creations | Moore, OK | August 2006 – April 2008

- Developed and unified the design for all print and digital marketing material

Wolfe