

# KIM VELTEN | CREATIVE DIRECTOR

## SUMMARY

For about 15 years, it has been my pleasure to ideate, create, and execute a vast array of successful advertising and marketing campaigns for CPG and B2B clients—most extensively in CPG food, beverage, baby, pet, and supplements. Within creative agencies, strategy consulting firms, in-house client teams, and as a small business owner, I've made the most of budgets ranging from a few thousand to a few million dollars. I've had the honor of mentoring, coaching, and managing incredible talent. What I do alongside my team is strategically aligned, creatively engaging, targeted to the right market, and helps the brand come alive. My passion is in products and services that do good things for people, planet, and pets, and my goal is to grow with a company with the same values. I craft content to stand out in the following mediums and platforms:

- |                       |                |                   |                   |                        |
|-----------------------|----------------|-------------------|-------------------|------------------------|
| • Brand Storytelling  | • DTC eComm    | • Trade Media     | • RFPs            | • OOH                  |
| • Blogs & Articles    | • Retail       | • Video/Streaming | • Experiential    | • Thought Leadership   |
| • Event & Trade Shows | • Social Media | • Brand Guides    | • Digital Ads     | • Incentive Programs   |
| • UX Web Content      | • Packaging    | • Print Materials | • Direct Response | • Influencer Marketing |
| • SEO & Metadata      | • Photoshoots  | • Naming          | • Email           | • UGC Programs         |

## RECENT EXPERIENCE

### CREATIVE DIRECTOR | COPY

MARKETPLACE BRANDING | JULY '21 - CURRENT

1081%+  
IG FOLLOWERS

1.2M  
MOST-WATCHED  
REEL VIEWS

- Ideate, pitch, and execute award-winning, successful creative and strategic communication plans for B2B and B2C food, pet, health, and wellness industries.
- Direct both in-house custom photo shoots and full production sets.
- Supervise and mentor writers, designers, and contract employees to ensure individual growth, mental health, and professional development.
- Analyze and adjust plans per brand standards, target markets, KPIs, and budget.

Clients: Ronzoni pasta, Dreamfields pasta, Cognizin, Acutia Wellness, Virginia Dare, Huggibles, Kerry, Cargill, AB InBev, Brightseed, Informa, Plato Pet, Liquid Health, Envera, Lesaffre, Lighthouse.

### MARKETING CONSULTANT

SELF-EMPLOYED | AUG '12 - JULY '21

10,334%+  
IG FOLLOWERS

THREE  
VIRAL BLOGS

- Consulted with business leaders in therapy, medical, pet care, alternative energy, finance, and real estate to develop and execute integrated online marketing plans.
- Co-developed award-winning blog.
- Developed and maintained a successful small business for 9 years.

Clients: Purina, Hillsdale Furniture, Berkshire Hathaway, Mazuma Credit Union, BML Agency, Seismic Digital, Climb Higher, Core Counseling, The Center Counseling, Infuz Agency, Fusion, Robert Half.

## CONTENT MANAGER

DR. BROWN'S BABY | JAN '18 - MAR '21

<b>350%+</b> WEB SALES	<b>3.75%</b> BLOG CTR	<b>5K+/DAY</b> BLOG VIEWS
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- Developed brand voice and cross-platform digital and traditional content strategy, and oversaw all content projects via creation or review for every B2C touchpoint.
- Maintained CMS, product XM software, and e-retailer backend systems.
- Supported new product development and B2B medical marketing materials.
- Promoted from Senior Copywriter to Content Manager.

## COPYWRITER

THE FRANK AGENCY | OCT '16 - SEPT '17

- Sole copywriter for all B2B and B2C consumer goods clients.
- Collaborated to develop multi-platform advertising and marketing campaigns, including full video production sets.

Clients: Mercedes Benz, Invisalign, iTero, The Arts & Recreation Foundation.

## CONTENT MANAGER

GO LOCAL INTERACTIVE | FEB '15 - OCT '16

<b>NEW</b> CONTENT PRODUCT	<b>\$90K</b> 3-MO SALES
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- Developed SEO-based digital copy for B2C clients in pest control, self-storage, and consumer goods.
- Managed and mentored a team of writers and designers using coaching style and maintained budgets, deadlines, schedules, and content output and success.
- Developed new successful Content Marketing product.
- Promoted from Copywriter to Content Manager.

Clients: Budget Storage, OGIO, Jobe's, REDI Systems, Northwest Self Storage, Rentokil, Truly Green.

## COPYWRITER

THIS IS FUSION | MAY '13 - SEP '14

<b>384%+</b> FB FOLLOWERS	<b>166%+</b> TWITTER REACH
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- Concept and execute experiential campaigns for B2C and B2B clients in the spirits, sports, food, and CPG industries.
- Trusted to lead concepting and pitches as junior writer and was sole copywriter for a \$65mil+ agency.

<b>12K+</b> NEW FOLLOWERS IN 3 MO	<b>3X</b> PRODUCT EXPANSION
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Clients: Espolon, Wild Turkey, Cabo Wabo, American Honey, Appleton Estate, Anheuser-Busch, Farmland Foods, Costa Farms, Under Armour, Enterprise, Fox Sports, Bosch, Guns 'n Hoses.

## SYSTEMS EXPERIENCE

Adobe CS | Slack | PMS | Teams | Canva | DAMs  
| WMJ | Salsify | Seller Central | Yoast |  
Wordpress | Shopify | Squarespace | Wix |  
MailChimp | Ads Manager | Sketch | Analytics

## EDUCATION

**BA, ADVT & MRKT | 2012**  
WEBSTER UNIVERSITY

**AA, ORG COMM | 2010**  
ST. LOUIS COMMUNITY COLLEGE