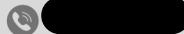


# KEVIN JAMES BREAUX

MARKETING PROFESSIONAL



Beaverton, OR 97007

kevin@kevinbreaux.com

www.kevinbreaux.com

## SUMMARY

Highly skilled and detail-oriented marketing professional focusing on digital marketing, branding, SMM, and content management. Marketing campaign strategist in both B2B and B2C. Award-winning writer of eleven novels with hundreds of published articles to date. Experienced copy editor having edited thousands of documents in the recent three years. Content creator and writer for websites, newsletters, social media platforms, books, and more. History of success with marketing campaigns, branding, graphic design, website optimization, copywriting, blog management, and e-commerce. Expertise in publishing realm. Over a decade of overall experience.

## SKILLS

- Branding and Voice
- Content/Brand Management
- Graphic Design
- Editorial Planning
- Content Creation
- Publishing
- Copywriting and Storytelling
- Leadership/Team Building
- SMM and UEX
- Copy Editing
- Campaign Strategy
- Influencer Marketing - onboarding and management
- Adobe Suite/WordPress
- Attention to detail

## WORK EXPERIENCE - RECENT

### Tabletop Beard

Content Creator / Copywriter / Brand Advisor / SMM • 2023 - Present

- *Providing content for start-up beard care business (graphic design and writing)*
- *Writing and copy editing for blog, newsletters, and storefront*
- *Creating and maintaining brand voice, managing social media accounts, and UEX*
- *Digital marketing and creative consultation*

### AutoBidMaster

Content Manager / Copy Editor • 2021 - 2023

- *Developing social media ad and informational campaigns - SMM*
- *Branding and copywriting for newsletters, promotions, and advertisements*
- *Creating editorial plans*
- *Managing and optimizing four popular international blogs*
- *Implementing SEO practices*
- *Searching for, recruiting, and managing popular influencers*
- *Copy editing*
- *Data analysis. Creating and dispatching surveys and reports*
- *Collecting customers stories through CRM*
- *Leading a team of international copy writers*

### Castle Broskull

Owner and Operator • 2017- Present

- *Founded successful small business providing customization of vintage toys (commission work - weekends)*
- *Branded company and grew client base through digital marketing, advertising, social media (@castlebroskull), and conventions*
- *Managing all aspects of business from production, social media marketing, e-commerce, customer service, shipping, and more*

### Academy of the New Church / Bryn Athyn College

Network Admin and Help Desk Tech • Worked for 6 years.

- *Product Management*
- *User and program management and creation*
- *Troubleshooting and servicing network hardware, including printer installation. Providing remote client and technical support*
- *Network software installation, maintenance, training, and backups*

## EDUCATION

### **Bachelor of the Arts**

Temple University / Tyler School of Art

### **Associates Degree**

Bucks County Community College

## CERTIFICATIONS

### **MCSE / MCSA / MCP**

Microsoft

### **Google Data Analytics**

Coursera

### **SEO Certified**

HubSpot Academy

### **Google Ads Certified**

Coursera

### **WordPress Certified**

Coursera

### **Amazon Ads Retail Certified**

Amazon

## SOFTWARE FLUENCY

Microsoft Office Suite. Google Workspace. Adobe Creative Suite. Canva. WordPress. Instagram. Facebook. Amazon Ads and Amazon Seller. E-commerce software. CRM. Business communication platforms, client/customer support, management software, and much more.

## RECOMENDATIONS

*"Kevin is one of the easiest people I've ever worked with and he has done wonders to help our brand find its voice." - Jason (Tabletop Beard)*

*"I've been working with Kevin for quite some time and bringing him onboard was one of the best decisions I've made, because my posting velocity and blog content have drastically improved with his help!" - Rowegn (90sanime.com)*

*"Phenomenal work and artistry; absolutely a nice guy; great to deal with." - Billy Dale Green (Castle Broskull customer)*

*"Kevin's consistently clear design and clever concepts make his work both appealing and striking. He's personable and energetic, and always delivers on or ahead of schedule." - Al Sirois*

*"I've had a great opportunity to work closely with Kevin Breaux for 1.5 years. I was under his supervision in the role of a copywriter. And it was a pure pleasure to meet this person on my professional path. Kevin has shown me what a team-oriented and dedicated specialist should be." - Vitalii Movchan - AutoBidMaster*