

KEVIN WELLARD
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SKILLS AND ABILITIES

Graphic Design | Web Design | Commercial Drone Photography & Videography | Video Editing | Sound Editing | Digital and Film Photography | Pre-Press Proficiency | SEO/SEM | Social Media Marketing | Microsoft Office | Adobe Creative Cloud (Photoshop, InDesign, Illustrator & Dreamweaver) | QuarkXPress | WordPress & Joomla

FAA Part 107 Commercial Drone License | CompTIA A+ Certification | ComTrain Tower Climbing Certification | Software and Hardware Troubleshooting and Repair | Computer Networking | Windows 10 and macOS Catalina

EDUCATION

Bachelor of Arts in Mass Communication (Photography and Graphic Design Emphases)

Idaho State University, Pocatello, ID

August 2001

RELATED EXPERIENCE

Marketing Manager - April 2018 – May 2020

Cottonwood Heights Parks & Recreation Service Area (CHPRSA), Cottonwood Heights, Utah

Oversaw all aspects of marketing for the CHPRSA | Promoted the recreation center, 6 parks, 7 pools, 2 water slides, the dive tower and an Olympic-sized ice arena | Launched visual marketing initiative utilizing drones and GoPro-style video | Initiated complete rebranding of the CHPRSA | Managed marketing budget | Managed social media and online reputation | Designed all external and internal signage and collateral | Secured event sponsorships | Oversaw event planning for the annual Thanksgiving Day 5K & Charity Golf Tournament | Managed 2019 Board of Trustees election | Created 4K video commercials and promotional videos | Operated and maintained large-format printing equipment | Updated website design (WordPress & Joomla) | Assisted with public relations

Graphic & Web Designer / Photographer / Videographer / Drone Pilot - May 1998 – Present

Wellard Media, Salt Lake City, Utah / Beaverton, Oregon / San Antonio, Texas

Realty drone photography & videography | Travel and photograph Utah landmarks for photographic art project | Process images for customers and gallery exhibitions | Photographed and designed web sites for Mouve Media | Designed marketing collateral for iMagDent Development & Management Services, L.L.C. | Updated and redesigned company brand for iMagDent Development & Management Services, L.L.C. | Completed layout for monthly ad designs and magazine for TheHomeMag | Designed and updated weekly newspaper automobile ads | Photographed cars for use in newspaper ads

Content Management Specialist - April 2015 – May 2017

Digital Trends Website (www.digitaltrends.com), Portland, Oregon

Published content on digitaltrends.com via WordPress (CMS) backend | Was responsible for website layout, HTML and CSS customization | Edited, managed and archived images and graphics for articles | Edited and optimized video for web publication | Edited copy and corrected layouts to meet publication standards | Created templates and custom pages for review products | Coordinated with photographers,

videographers, editors and writers to meet publishing schedule | Coordinated projects using email, Slack and Trello software | Conceptualized and presented article ideas to editors | Managed multiple projects and priorities in a timely fashion to meet deadlines | Worked remotely for over a year

Graphic Designer / Marketing Manager / IT Support - October 2011 – May 2012

HRP Distributing, Salt Lake City, Utah

Designed flyers, layouts and logos | Customized and updated websites | Designed and distributed company email campaigns | Photographed products for use in advertising | Designed product packaging | Branded new product lines | Updated and redesigned company brand | Produced marketing collateral | Managed marketing campaigns | Wrote and edited copy for use in advertising | Managed trade show logistics | Developed customer relationships | Mentored marketing intern | Maintained and updated file archive | Provided IT support | Oversaw company software and hardware upgrades

Graphic & Web Designer / Marketing Specialist / IT Technician - July 2010 – June 2011

The National Directory of Chiropractic, Salt Lake City, Utah

Customized and updated websites for 450 clients | Created SEO-friendly website designs | Setup and managed Google Ads campaigns | Deployed mass mailings with database integration | Coordinated mass newsletter and email promotions | Compiled and updated photography archive | Directed company's Facebook, Twitter and other social media marketing initiatives | Managed domain, email and server administration | Managed production of printed directory | Developed content management systems | Maintained company printers, computers and network | Troubleshoot and resolved technical issues

Lead Technician / Manager - Pocatello Market - August 2007 – June 2010

KeyOn Communications, Pocatello, Idaho

Managed wireless network of more than 1,200 customers | Supervised three employees | Repaired and maintained network infrastructure | Implemented system-wide Motorola Canopy 5.4 GHz platform deployment | Installed and repaired customer equipment while also troubleshooting associated issues | Maintained inventory and budget | Resolved dissatisfied customers' issues while maintaining good relationships | Assisted other technicians with difficult service tickets via phone or in person | Assisted corporate office with marketing efforts in local market | Responded to outages or other emergency situations while on-call 24/7

Graphic Design / Pre-Press Manager / IT Support - February 2006 - February 2007

Corporate Edge Printing & Marketing, Salt Lake City, Utah

Prepared customer files for press | Designed art and layouts for clients | Communicated with customers to resolve issues and meet their needs | Oversaw and maintained workplace computers and networks | Processed film and plates for press | Upgraded department hardware and software, vastly improving efficiency | Converted outdated files and layouts to contemporary software specifications | Implemented template project for rapid turnaround of repeat jobs | Increased pre-press department productivity an average of 41 percent from June 2006 to January 2007 | Implemented secure database of company files

ACHIEVEMENTS AND AWARDS

- 2017 - Mayor's Choice Award Recipient - Cottonwood Heights Photography Contest
- 2014 - Head photography judge for the Eastern Idaho State Fair
- 2012 - Featured photographer for the Utah Arts Festival Gallery Stroll
- 2010 - Special guest lecturer on High Dynamic Range (HDR) photography for the Idaho State University Mass Communication Program
- 2009 - Head photography judge and featured photographer for the Eastern Idaho State Fair
- 2009 - Featured artist for the Idaho Art Walk in Pocatello, Idaho
- 2007 - Eastern Idaho State Fair Best-of-Show runner-up
- 2006 - Still photographer for the documentary film *Halloween: 25 Years of Terror*
- 2006 - Photo contributor for the internationally published book *The Worldwide Guide to Movie Locations*
- 2004 - *Relics* - Mind's Eye Gallery show, Pocatello, Idaho
- 2004 - Advertising / Public Relations Officer and Graphic Designer for the Idaho State University Visual Media Guild
- 2001 - *Ethos* literary magazine cover art design and photography
- 2001 - Volunteer graphic designer & photographer for the Idaho State University Rugby Club
- 2001 - 1st Place Winner of ISU Mass Communication Program's Annual *Junk Yard Wars* contest
- 2000 - *Intensity* - Mind's Eye Gallery show, Pocatello, Idaho
- 2000 - Designed, photographed and marketed local interest *BenGals* calendar
- 1999 - Classic automobile photo selected for the national DaimlerChrysler Financial Calendar (July)
- 1999 - Eastern Idaho State Fair Best-of-Show
- 1998 - *A Thousand Words...* - Mind's Eye Gallery show, Pocatello, Idaho