

KEVIN SPITTA

CREATIVE STRATEGIST DRIVEN BY DESIGN & INSPIRED BY PROBLEMS

EDUCATION

Master-of-Arts (MA)

PR & Advertising

DePaul University | 2017

GPA 4.0 with distinction.

Coursework included "Brand and Business Impact of Digital Media", "Decisions in Marketing Management", and "Brand Management".

Bachelor-of-Arts (BA)

Media Design

Cooperative State University

Ravensburg | 2014

Cumulative GPA 4.0.

AWARDS & ACKNOWLEDGEMENTS

- Fulbright Scholarship, Department of State
- Gold Award | Art Directors Club Germany, Student Competition
- Silver and Audience Prize, GWA Junior Agency Award, Germany

SKILLS

- Native German speaker, fluent English speaker and writer
- Keynote, Adobe Creative Suite, Motion Graphics, Sketch, Principle, InVision, HTML, CSS, ScreenFlow, Cinema 4D, Typography, Prototyping, Storytelling, Infographics

WORK EXPERIENCE

Personal Capital | San Francisco, USA

Marketing Designer | June 26, 2017 – present

- Leading the website relaunch process across teams and functions.
- Supporting marketing in the concept and creation of campaigns and collateral. Improved turn-around times and internal client satisfaction.
- Planned and managed tradeshow booth which lead to 281 high value leads.

DePaul University – College of Communications | Chicago, USA

Graduate Assistant | September 01, 2016 – June 08, 2017

- Created video and application that helped communicate the strategy of the program and placed it 'second' nationwide for PR Week's Education Program of the year 2017.
- Produced internal communications and events like the graduation event where attendance increased 20% to 180+ professionals.

RTS Rieger Team (TBWA Network) | Stuttgart, Germany

Art Director & Creative Strategist | October 01, 2014 – June 31, 2015

Trainee | July 18, 2011 – September 30, 2014

- Appointed as the head of the digital lab to identify technology trends and insights to help inform and educate clients and employees.
- Created the concept, structure, and design for a client's corporate website that had to be useful and practical for a wide range of stakeholders.

www.kevinspitta.com | Stuttgart, Germany

Freelance Art Director | January 01, 2008 – present

- Identify business needs for non-profit or small and medium-sized businesses to develop creative strategies for communicating to diverse stakeholders. 80% client retention, longest client since 2008.

EXTRACURRICULAR

Breed EDU Bootcamp

Participant | September 2017

Selected to join two week creative bootcamp to work on a real brief for Deloitte. Team built an effective and actionable concept which is now implemented to support the development of a multi-million dollar project.

Fulbright Chapter Chicago

Board Member | September 2016 – June 2017

Selected as one of 100 Fulbright students in the Chicago area, to support the board in planning of activities, based on initiative and interpersonal skills.