

KIM WARGA

740-310-2157



Photographer • Art Director • Marketing & Communications Pro • Lover of Nature

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SUMMARY

Effective communicator with a passion for creative marketing, inspiring others to appreciate and connect with the beauty around them through innovative strategies

EDUCATION

Bowling Green State University

Bachelor's Degree of Science in Technology
2003-2008

SKILLS

- Strong organizational and time-management abilities
- Exceptional communication and interpersonal skills
- Ability to work independently and collaboratively as part of a team
- Detail-oriented with the capacity to juggle multiple tasks simultaneously
- Experienced in event planning and execution
- Proficient in managing departmental budgets
- Highly skilled in professional Creative Output Software, including Adobe Creative Cloud Apps, Canva, Google Workspace, CaptureOne, and various video editing software
- Proficient in Microsoft 365

REFERENCES

Tina Davis - 419.277.9789

Colleague for 3 years at Anchor Hocking Co.
Known for 10 years

Teresa Chu - 267.972.1099

Colleague for 4 years at Oneida
Known for 10 years

Chef Nicky Morse - 614.206.2539

Hired Nicky as a Food Stylist to style several photo shoots during my tenure at Oneida Foodservice
Known for 8 years

PROFESSIONAL EXPERIENCE

Digital Marketing & Social Media Manager

Fun Bus Adventures | March 2024 - Present

- Develop and manage digital marketing strategies
- Manage all social media channels
- Create effective content for all digital media platforms
- Partner with stakeholders to plan and implement new marketing initiatives
- Develop paid marketing communications and content
- Write copy for all digital media including weekly emails to company associates and monthly newsletters for customers
- Design graphics for monthly brochures, web graphics, social media content, printed marketing materials, digital and printed advertisements
- Collaborate with other key members of the team to help grow the business and introduce new offerings for Fun Bus retail tours and transportation sectors

Digital Marketing & Outreach Coordinator

Destination Downtown Lancaster | October 2022 - April 2023

- Assist in the planning and production of events held in the downtown district
- Foster meaningful relationships with paying DDL members
- Offer assistance with marketing strategies for small businesses
- Recruit and train volunteers for events
- Prepare and distribute meeting agendas, minutes, and other relevant materials
- Design graphics for both digital and print communications
- Create content for social media channels, weekly and monthly newsletters, websites, paid advertisements, and events as a way to build audiences and attract new members

Senior Art Director

Kreber Graphics | October 2021 - August 2022

- Collaborate with creative directors, strategists, copywriters, and other stakeholders to bring stories and concepts to life from start to finish
- Attend kick-off meetings, review creative briefs, and provide feedback or questions to determine art direction for various graphic needs
- Conceptualize and design enhanced product content for clients, which included Scotts Miracle-Gro, Mead Five Star, Arc International, Liberty Hardware, and Mansfield Plumbing
- Provide overall art direction for photo and video shoots
- Research trends and inspiration, create video storyboards and scripts, collab with stylists to design sets, work with in-house builders to fabricate in-studio sets and work with producers to procure voice and model talent for photo and video shoots

PROFESSIONAL EXPERIENCE, CON'T

Creative Content Director

Westinghouse Outdoor Power Equipment | February 2021 – July 2021

- Lead the content and creative teams for a \$200M e-comm business
- Mentor junior-level associates to produce impactful marketing campaigns
- Manage photography and videography including budgets, shoot planning, in-studio and on-set creative direction, post-production selects, and implementation
- Evolve the Westinghouse voice and messaging for social media, online content, and digital advertising
- Develop complete marketing plans for new product launches

Creative Marketing & Graphics Manager

Crown Brands, LLC | April 2019 – March 2020

- Lead the marketing team through a complete re-branding of Crown Brands, LLC to The Oneida Hospitality Group – redesigning outdated logos, choosing new typefaces, colors, and graphic treatments, as well as defining the company mission and vision statements, voice, and social media presence
- Develop successful omnichannel marketing campaigns from concept through completion, including promotions, growth tactics, sales tools and initiatives, and merchandising that resulted in acquiring new partnerships with national hotel chains and distribution partners
- Identify disruptive opportunities in the market for brand recognition, growth, and sustainability
- Own the photography and video production efforts, hiring vendors and directing teams on-set for photo shoots
- Manage multiple, highly visible, simultaneous company-wide projects

Digital Art Director

Anchor Hocking/Oneida | July 2015 – April 2018

- Provide substantial growth across all business units, producing new and innovative image sets and content for catalogs, retail and B2B packaging, and e-commerce PDPs
- Lead the creative content for all retail and e-commerce partners' websites including Amazon, Walmart, Target, and other top retailers worldwide
- Build and implement the company's first digital asset management system with over 10K SKUs for all lines of business, producing 4K+ new product images including 360° imagery of top foodservice SKUs
- Develop photographic standards for each brand/business unit
- Procure an extremely talented pool of photographers, assistants, stylists, editors, and retouchers
- Effectively communicate with and present ideas to all levels of leadership

Content Manager

Anchor Hocking/Oneida | June 2013 – July 2015

- Lead the development of a new e-commerce website including the entire site navigation, graphics, copy, and imagery
- Create annual content calendars
- Design digital graphics for e-mails, homepage banners, PPC ads, and social media
- Evolve and maintain branding standards
- Design and produce several direct-to-consumer catalogs, routed to 250K+ households 4x per year
- Manage all aspects of catalog development; facilitating creative concepts, layout, copywriting, printing, and distribution
- Provide creative direction for photography and videography

Graphic Designer

Anchor Hocking Co. | February 2011 – June 2013

- Provide graphics for catalogs, ads, packaging, in-store and trade show signage, and internal/external communications
- Create custom artwork for glass decorating
- Provide creative direction for photo shoots for retail packaging and digital media and shoot in-house product photography
- Maintain and organize the company's image database