

Kevin Grube
Brand Marketing

847.942.1460 cell
kevingrube847@gmail.com
linkedin.com/in/grubekevin

OVERVIEW

I am a diligent, proactive, and enthusiastic brand marketing professional who is always learning and not afraid of a challenge. My experience focuses on helping build successful brands from origination, ideation, strategy, and launch. Combining efficient project management skills and creative thinking to provide differentiated outcomes for these clients, I know the value of streamlined and focused brand and marketing tactics. Reliable, collaborative, and composed in dynamic work environments, I confidently contribute to any organization by helping their clients speak to their audiences simply and clearly.

EXPERIENCE

MonogramGroup
Account Executive
Chicago, IL
August 2018 – Present

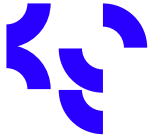
Leads branding projects from start to finish, managing 7-8 clients simultaneously. The primary point of contact for project communication. Proactive brand advisor contributing to optimal outcomes within time and budget.

- Successfully managed 45+ client engagements
- Responsible for overseeing and executing all aspects of project management and establishing effective lines of communication with clients
- Contributes to the agency through copywriting, brand ideation, development, and strategy, research, social media, video and photo editing, and web development
- Leads the internship initiatives by identifying qualified candidates, conducting interviews, and providing input on final selection(s)
- Facilitates media placement for clients who run digital ad campaigns through various online publications
- Skilled in front-end creative software (Adobe Creative Suite, WordPress, Squarespace) and project management tools (Google Workspace, Zoho Projects)

RLM Media
Media Intern
Chicago, IL
April 2018 – June 2018

Joined RLM Media as a Media Intern to assist with numerous media buying and planning initiatives. Also spearheaded a partnership activation research endeavor and played an integral role in the agency's revamped WordPress website.

- Generated RLM invoices, compared invoices against RLM's records, and updated the company's master vendor list
- Created media buying opportunities for clients by generating radio, cinema, and OOH proposals through programs such as Strata and Microsoft Excel
- Researched numerous independent advertising, marketing, and media agencies to discover companies that were interested in potential partnerships or buyouts
- Assisted in the creation of the revamped RLM website, where the improved site served as a platform to increase the company's influence, recognition, and impact on the advertising industry



Kevin Grube
Brand Marketing

847.942.1460 cell
kevingrube847@gmail.com
linkedin.com/in/grubekevin

EXPERIENCE CONT.

Fresh Minds Media
Creative Partner
San Antonio, TX
May 2017 – July 2017

Worked alongside classmates and professors to develop a holistic creative and digital strategy for a major sports franchise. A diverse set of robust deliverables were originated, created, and presented under an expedited time frame.

- Collaborated on a creative proof of concept intended to boost regional brand awareness by leveraging social media for a major sports franchise
- Conducted in-depth qualitative and quantitative research and assisted in managing content creation on social media for Facebook, Instagram, and Twitter
- Helped create audio, video, and social media advertisements, including deliverables such as YouTube videos, radio spots, and customized merchandise
- Designed and implemented a "youth sports" website for a major sports franchise

EDUCATION

Bachelor of Arts (BA) in Communication
Trinity University
San Antonio, TX
2017

EXPERTISE

Account Services
Brand Building
Project Budgeting and Scope Work
Project Management
Creative Messaging
Photo and Video Editing
Copywriting
Social Media Management
Website Development
Resource Management
Measurement and Testing

PROFICIENCIES

Microsoft Office Suite (Advanced)
Adobe Premiere Pro (Advanced)
Adobe Photoshop (Proficient)
Adobe XD (Proficient)
Adobe Illustrator (Novice)
Adobe InDesign (Novice)
Squarespace (Advanced)
WordPress (Proficient)
Google Workspace (Proficient)
Zoho Projects (Advanced)
Basecamp (Advanced)
Everhour (Advanced)
Strata (Advanced)
Vimeo (Advanced)