

KEVIN GROAT

ART DIRECTOR &
BRAND MANAGER



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www.kevingroat.com

RELEVANT EMPLOYMENT

- '09 - current **FREELANCE · Richmond / Harrisonburg, VA**
Art Director, Designer, Illustrator, Entrepreneur
Graphic design for Bon Secours Hospitals in Richmond, VA.
Co-Founder for Feed the Fire Candles. Created unique brand identities, web design, generated ideas. Various design as gifts for friends & family. Published children's book illustrator.
- '08 Summer **YOUNG & RUBICAM · Chicago, IL**
Creative Intern
Hilton Hotels, Sears (ie: "Blue Crew"), Miller, Double Tree, & helped win Giant Eagle. Produced print, OOH, event banners, presentations. Assisted in strategy, storyboards, client meetings, talent casting, audio recordings, interactive, & mastering; such as in MGD64 "As Light As It Gets."
- 2007 - 2008 **TOADS PLACE · Richmond, VA**
Graphic Designer
Designed event posters, banners logos, fliers, & web items.
- 2006 - 2007 **RADFORD UNIVERSITY STUDENT MEDIA ADVERTISING**
Art Director, Marketing Assistant
Created & assembled ads in University weekly newspaper; filed contracts, nurtured clients & their budget efficiency.

EDUCATION

- 2007 - 2009 **VCU BRANDCENTER · Richmond, VA**
M.S. Master of Advertising - Art Direction
Learned to dissect brands in order to serve breakthrough yet sound, strategic and creative media-neutral business solutions.
- 2003 - 2007 **RADFORD UNIVERSITY · Radford, VA**
Bachelor of Science in Art, Minor in Media Studies
2-D, 3-D & digital. Blue Ridge Leadership Summit '05 Rep.
Co-founded RU Snowboard & Ski Club in Fall 2003.

Art enthusiast / Business catalyst
Creative Entrepreneur / Cheerful
Supporter / Cultural Observer
Laugh activist / High-five specialist

Adobe CS6	Keynote
iMovie	Powerpoint
Final Cut	MS Office
CSS/HTML	Mac OS, iOS
UX	Windows

OTHER EXPERIENCES

Was the lead **Arts Director** for BCCYMCA Summer Camp '05 & their **Program Staff Ambassador** '06. Student Center **Techie & Event Facilitator** for 2 years at Radford. **Assistant Golf Coach** for St. Gertrude High School '10 & '11. Licensed **Youth Soccer Coach** since 2012. Performed various food service, sales, **Manager**, & **Volunteer** work.

OTHER INTERESTS

Photography, sudoku, sunrises, snowboarding, cooking, backpacking, architecture, Geology, coffee, OBX, granola, running, trying new things, live concerts, disc golf, collage, painting, zip-up hoodies, fine cheeses.