

Kevin Hoelscher

EDUCATION

Master of Architecture

University of Oregon

Furniture Design Studio

**Danmarks Designskole,
(København)**

B. B. A. Marketing and
Entrepreneurship

Baylor University

PROFESSIONAL EXPERIENCE

2005 to present

Founder and Director, Thumbtack Studios

[branding and design consultancy]

- Translating broader brand differentiation strategies into logo/identity design and an accompanying style guide
- Creating comprehensive graphic asset packages, including many forms of digital and printed pieces (websites, mobile apps, reports, banners, brochures, signage, decals, business cards, letterhead, swag)
- Managing complex web projects, including visual design, interactivity, features/functionality, content management, strategic messaging

2009 to present

Co-Founder and Principal Designer, AgPRO Book-IT

[subscription-based service using custom web application]

- Managing new user outreach and relationships with existing user base for online reservation system targeted at agritourism industry
- Built from scratch in 2009, AgPRO Book-IT was used to create \$3.5 million in reservations (2019)

2001 to 2007

Co-Founder and Managing Director, Mount Aukum Winery

[award-winning winery built in 2001 from the ground up; sold to a private investor in 2007]

- Directed all financial functions, including accounting, budgeting, capitalization, and planning for multi-million dollar start-up
- Created company's strategic marketing plan and provided oversight and management of all tactical marketing efforts

1997 to 2001

Equities Valuations Analyst and Mortgage Banking Relationship Manager

Performed financial analysis and client relationship management; awarded for performing in the top ten percent of the company (1998)

RECENT CLIENTS

University of California, MoveOn.org,
KPFA/Pacifica Radio, Four Twenty
Seven Climate Consulting, Berkeley
Earth, California Oceans Science
Trust, the Pacific Center, Our Family
Coalition, RCM Digesters

OTHER EXPERIENCE

2012-2018: Leadership Public Schools (Richmond) and Berkeley High School, Internship Mentor

2007-2011: The Crucible, Teacher

Taught various classes in adult and youth art enrichment programs, including furniture design, woodworking, design+build, and rocket cars

2006: CEO Women, Volunteer Entrepreneurship Coach

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