

Kevin Hoelscher

EDUCATION

Master of Architecture

University of Oregon

Furniture Design Studio

**Danmarks Designskole,
(København)**

B. B. A. Marketing and

Entrepreneurship

Baylor University

PROFESSIONAL DESIGN + MARKETING EXPERIENCE

2005 to present

Founder and Director, Thumbtack Studios

[Branding and design consultancy]

- Establishing the creative vision for each project and overseeing all aspects of the process from concept through final execution
- Creating comprehensive graphic asset libraries for brand consistency across platforms
- Managing complex web projects, including visual design, interactivity, features/functionality, content management, messaging strategy, as well as budget and timelines

2009 to present

Co-Founder and Principal Designer, AgPRO Book-IT

[Subscription-based cloud service, 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 (2023)

2001 to 2007

Co-Founder and Managing Director, Award-Winning Winery

[Startup winery with 6,000 case capacity and 5+ acres of vineyards, 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

PAST / CURRENT CLIENTS

University of California,
Stanford University,
MoveOn.org, Wisk Aero,
Zeno Power, KPFA/Pacifica
Radio, Our Family Coalition,
Berkeley Humane Society

OTHER EXPERIENCE

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

2007-2011: The Crucible, Teacher and Studio Artist

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

2006: CEO Women, Volunteer Entrepreneurship Coach

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