

# Kevin Gustafson

## Personal Info

### Address

3739 Clarington Ave #12  
Los Angeles CA 90034

### Phone

(925)588-4881

### Email

gustafson.kevin.t@gmail.com

### Website

<https://www.kevintgustafson.com>

## Skills

Account Management

Copywriting and Copy Editing

Project Management

Email and Social Media Marketing

Video Content Producing

Script Coverage & Breakdowns

## Software

Google Analytics

Trello

Hootsuite

Photoshop

Final Cut Pro

ProTools

ActiveCampaign

Google Calendar

Microsoft Office

## Campaign Awards

Clio Bronze Award - Coming 2 America

Clio Silver Award - Gary

Clio Bronze Award - To Kill a Mockingbird

## Experience

### Account Manager

2020 - Present

*BLT Communications*

Lead creation of key art and print campaigns for film and television titles from initial exploration through delivery of finished art

- Clients include Disney, Netflix, Hulu, Amazon, MGM and Universal
- Coordinate and schedule high-volume workflow across 11+ diverse teams of creative directors, art directors and production artists
- Build and maintain client relationships while ensuring deadlines are met and marketing creative aligns with clients' and filmmakers' visions
- Oversee development of awards campaigns and press materials
- Produce digital motion outdoor advertising for high-profile media buys including LA Live and Times Square

### AV Producer, Broadway

2019 - Present

*BLT Communications*

Produces all audiovisual content for BLT's Broadway clients

- Campaigns include 'The Book of Mormon', 'To Kill A Mockingbird' and 'West Side Story'
- Leads client and vendor communication across Broadway AV account
- Writes scripts and collaborates with editors, graphic designers and motion graphics team to develop and execute ideas for ad creative, explore new campaign looks and cut broadcast television and social media spots

### Jr. Account Manager

2018 - 2019

*BLT Communications*

Coordinated the development, production and delivery of print and digital marketing materials for all Scott Rudin Productions Broadway shows

- Worked directly with client, external media agencies, third party vendors and internal design teams to communicate client's creative vision and ensure that it was being met
- Managed deadlines and workflow for multiple fast-paced projects through composing creative briefs, leading internal scrums, and designating internal resources

### Marketing Manager

2015 - 2018

*InkTip*

Managed the day-to-day marketing and development of key marketing partnerships and digital materials for a screenwriting service that has facilitated the production of over 350 feature films

### Copywriter

2014 - 2015

*Circle Advertising | National Student Advertising Competition*

### Development Intern

2014

*Radiant Productions*

### Talent Management Assistant

2013

*Creative Partners Group*

## Education

### UCLA Extension

2018

*University of California, Los Angeles*  
Writing for Marketing and Advertising

### Chapman University

2011 - 2015

*Dodge College of Film and Media Arts*  
Bachelor of Arts Screenwriting  
Magna Cum Laude  
Chancellor Scholarship Award 2011 - 2015