

EMAIL

LAST NAME

kevin@kevinorbach.com

FIRST NAME

WEBSITE

310.795.1040

SKILLS

SEARCH ADVERTISING
 SOCIAL MEDIA ADVERTISING
 CONVERSION RATE OPTIMIZATION
 DATA ANALYTICS
 CONTENT PLANNING & CREATION
 TEAM OVERSIGHT
 OMNICHANNEL STRATEGY
 KPI-FOCUSED PLANNING
 MULTI-CLIENT MANAGEMENT

TOOLS

GOOGLE ADS/META/TIKTOK/NATIVE
 ADOBE CREATIVE SUITE
 HOOTSUITE/LATER/SPROUT SOCIAL
 KLAVIYO/MAILCHIMP/CONS.CONT.
 DATA STUDIO
 SHOPIFY/DRUPAL/WP/MAGENTO
 HTML / CSS / JS / LIQUID

EDUCATION

B.A. LINGUISTICS, DEAN'S HONORS
 UNIVERSITY OF CALIFORNIA,
 SANTA BARNARA

REVIEWS

"Kevin is exceptionally accommodating and has a very strong work ethic."

"He genuinely seeks the best solution to a client's problem, rather than just doing precisely what is asked. He's consultative."

"The quality of his work is high."

"He goes the extra mile, every time. This is invaluable."

EXPERIENCE

DIRECTOR OF ADVERT. & E-COM.

IN-HOUSE STUDIO | AGENCY

01/20 -

Responsible for strategy for all client brands
 Achieved an average ROAS of at least 3.5 for 90% of clients
 Lowered customer acquisition cost for a haircare company by 50%
 Tripled digital revenue YOY for a major retailer of outdoor goods
 Raised PPC from 0% of sales to 21% of sales for home goods seller
 Lead for partnerships and growth for clients

DIGITAL MARKETING DIRECTOR

PTM IMAGES

06/17 - 10/20

Rebranded and launched in-house D2C consumer furniture brand
 Achieved AOV over \$2000 for in-house brands
 Developed partnerships with Bed Bath & Beyond, Home Goods, Walmart
 Conducted advanced AB & multivariate testing on strategy stages
 Produced and planned digital and on the air advertising
 Developed B2B interior designer partnership programs
 Led private label expansions for big box and independent retail partners

DIGITAL MARKETING MANAGER

DONGFANG HUASHANG MEDIA

3/16 - 6/17

Developed partnerships and programs with American and Chinese secondary schools and universities.
 Developed and executed digital marketing strategy for international education
 Wrote and presented RFP responses for industry partners
 Reported KPI performance and campaigns to key stakeholders
 Coordinated the opening of Shenzhen, PRC office and trained key staff
 Created campaigns across social media, email and native advertising.

MARKET RESEARCHER

INT'L EDUCATION RESEARCH FOUNDATION

7/15 - 3/16

Advised state licensure boards, universities and accreditation organizations on foreign credentials and their relative equivalencies.
 Authored blog posts and in-depth articles about issues in international education.
 Researched and developed marketing materials and published works in the field of international education exchange.
 Specialized in the education systems of India, China, Japan and the Philippines

Further experience available at [linkedin.com/in/kevinorbach](https://www.linkedin.com/in/kevinorbach)