

Vaughn Reynolds

Marketer, Designer, Copywriter, Illustrator

1915 East Hill Road, East Calais, VT 05650 • 407.925.9662 • WWW.VAUGHNREYNOLDS.COM

SOFTWARE [MAC // Windows]

- Adobe PS & Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Shopify, WordPress & Squarespace
- Google Applications (Drive, Docs, etc)
- Microsoft Office Professional Suite

SOCIAL MEDIA [Android // Apple]

- Facebook
- Twitter
- Instagram
- Google+
- LinkedIn
- YouTube

EDUCATION

Winter 2009 – Winter 2012

The Art Institute of Fort Lauderdale

Fort Lauderdale, FL

Bachelor of Science – Illustration; GPA 3.6

Honors: Cum Laude; Dean's List; Honor Roll

Scholarships: \$1,500 EDMC Foundation Scholarship

Student Employment: Teacher's Assistant 2011-2012

MILITARY SERVICE

November 2008 – March 2012

Florida Air National Guard

Tampa, FL

Cyber Surety Specialist, 290th Joint Communications Support Squadron

Honorable Discharge

January 2008 – October 2008

DynCorp International (DoD Contractor)

Doha, Qatar

Munitions Support Technician

Contract Completed

January 2004 – January 2008

United States Air Force Active Duty

Spangdahlem, Germany

Munitions Systems Technician, 52nd Equipment Maintenance Squadron

Honorable Discharge

REMOTE KICKSTARTER EXPERIENCE

February 2020

Night of the Mummy by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

(campaign not launched yet)

- Created campaign graphics and ads per project creator guidelines

May – December 2019

HOMI Adventure Jacket with CrowdPop Marketing

Calgary, Canada

Project Manager, Ad Manager, Social Media Manager, Graphic Design & Customer Service

<https://www.kickstarter.com/projects/sustainsportcr/homi-the-japanese-carbon-fiber-adventure-jacket>

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- Managed pre-campaign launch marketing from May to November 2019
- Managed campaign from November to December 2019
- Managed social media and branding during campaign
- Managed Facebook ad creation and ad spend
- Created all in-house marketing graphics and written ad copy
- Created and launched Kickstarter updates and email campaigns

October 2019

Goblin Teeth by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

<https://www.kickstarter.com/projects/peterchayward/goblin-teeth>

- Created campaign graphics and ads per project creator guidelines

September 2019

Epic Jungle with Star Realms by White Wizard Games

Framingham, MA

Marketing Management & Ad Graphic Design

<https://www.kickstarter.com/projects/1172937197/epic-jungle-with-star-realms-high-alert-add-ons>

- Managed in-house Facebook advertising alongside external Ad Agency
- Created and implemented graphics for paid advertising
- Created and implemented graphics for social media
- Augmented social media management and customer service
- Scripted emails for campaign promotion

September 2019

Village Pillage Expansion by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

<https://www.kickstarter.com/projects/peterchayward/village-pillage-surf-and-turf>

- Created campaign graphics and ads per project creator guidelines

July 2019

Meow! by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

<https://www.kickstarter.com/projects/peterchayward/meow-a-party-game-for-3-12-players>

- Created campaign graphics and ads per project creator guidelines

June 2019

Trolley Problems by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

(campaign was not launched)

- Created campaign graphics and ads per project creator guidelines

February 2019

Jabberwocky by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

<https://www.kickstarter.com/projects/peterchayward/jabberwocky-o>

- Created campaign graphics and ads per project creator guidelines

January 2019

Dracula's Feast: New Blood by Blue Beard Entertainment

Coral Springs, FL

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Ad and Campaign Page Graphic Design

<https://www.kickstarter.com/projects/peterchayward/draculas-feast-new-blood>

- Created campaign graphics and ads per project creator guidelines

Aug - Sep 2018

For the Love of Board Games by Erin Dean

St. Louis, MO

Project Manager, Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/erindean/for-the-love-of-board-games-a-book-for-board-gamer>

- 2,096 backers pledged \$56,234
- Art Directed the book and Kickstarter campaign
- Managed Facebook ad creation and ad spend
- Created all marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign
- Created and launched campaign updates

Apr - May 2018

Village Pillage by Blue Beard Entertainment

Coral Springs, FL

Ad and Campaign Page Graphic Design

<https://www.kickstarter.com/projects/peterchayward/village-pillage-a-30-minute-game-of-risk-and-betra>

- Created campaign graphics and ads per project creator guidelines

Oct - Oct 2017

Monster Dice by Brian Edwards

Eerie, PA

Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/maydaygames/cahoots-card-game-of-co-opetition-3-4-players-by-j>

- 307 backers pledged \$14,453
- Managed Facebook ad creation and ad spend
- Created all marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign

Oct - Oct 2017

Cahoots by Mayday Games

Layton, UT

Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/maydaygames/cahoots-card-game-of-co-opetition-3-4-players-by-j>

- 707 backers pledged \$12,776
- Managed Facebook ad creation and ad spend
- Created all marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign

Sep - Oct 2017

Rooster Rush by Mayday Games

Layton, UT

Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/maydaygames/rooster-rush-dexterity-game-antoine-bauza-and-core>

- 333 backers pledged \$5,506
- Managed Facebook ad creation and ad spend
- Created all marketing graphics and written copy

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- Managed and posted social media content and content calendars during campaign

May - Jun 2017

Daimyo's Fall by Axis Mundi

Italia, Italy

Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/989040717/daimyos-fall-a-treasure-hunting-deckbuilding-game>

- 418 backers pledged €25,319
- Managed Facebook ad creation and ad spend
- Created all marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign

Apr – May 2017

Petrichor by Mighty Boards

Sliema, Malta

Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/mightyboards/petrichor>

- 2,294 backers pledged \$135,449
- Managed Facebook ad creation and ad spend
- Created marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign

Sep – Oct 2016

Vengeance by Mighty Boards

Valletta, Malta

Social Media, Facebook Ad Consultant and Graphic Design

<https://www.kickstarter.com/projects/mightyboards/vengeance-2>

- 1,574 backers pledged \$182,275
- Managed Facebook ad creation and ad spend
- Created marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign

Jun – Jul 2016

Days of Ire: Budapest 1956 by Cloud Island

Valletta, Malta

Social Media Manager and Graphic Design

<https://www.kickstarter.com/projects/214167672/days-of-ire-budapest-1956>

- 1,260 backers pledged \$74,784
- Managed Facebook ad creation and ad spend
- Created marketing graphics and written copy
- Managed and posted social media content and content calendars during campaign

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REMOTE PROFESSIONAL EXPERIENCE

Spring 2019 – Current

Marketing/Branding Consultation & Graphic Design, VaughnReynolds.com

East Calais, VT

- Managed client branding
- Managed client advertising
- Managed client email campaigns
- Managed client social media
- Managed client crowdfunding projects
- Consulted clients on marketing, branding, and crowdfunding projects

Fall 2018 – Spring 2019

COO, Creative Director & Social Media for Sky Diamonds University

Naples, FL

- Develop and implemented marketing and outreach resulting in monthly membership revenue increasing 5x from \$11k/mo to over \$56k/mo in 4 months
- Develop new integrations and automation for lead acquisition and dispersion to the sales team
- Prospected, hired and on-boarded new sales reps
- Develop and executed strategies increasing average email open rates from 5% to 16%
- Develop and executed strategies increasing average email click through rates from 1% to 6%
- Reshaped the Online Virtual Training Platform content for the university
- Coordinated with external/remote marketing consultants to maintain content calendars
- Coordinated with external/remote video editing consultants to maintain content calendars
- Broaden the reach and influence within the roofing market
- Post, schedule and maintain daily use of Facebook, Instagram and YouTube

Winter 2017 – Fall 2018

Marketing Director & Sales for CrowdOx

Ogden, UT

- Coordinated and directed all marketing across social media
- Developed new marketing strategies for traction
- Broadened the reach and influence within niche markets
- Developed and executed new blog content and strategies
- Posted, scheduled and maintained daily use of Facebook, Twitter and Instagram
- Self-generated new leads within specified niche
- Pitch, demo and close leads

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IN-HOUSE PROFESSIONAL EXPERIENCE

Fall 2015 – Fall 2017

Senior Editor & Social Media Manager for Cardone Training

Fort Lauderdale, FL

- Post, schedule and maintain a Facebook account with 781k Followers
- Post, schedule and maintain a Twitter with 356k followers
- Post and maintain a LinkedIn account with 37k followers
- Post and maintain a Google+ account with 485k followers
- Post and maintain an Instagram account with 89k followers
- Maintain all editor duties listed below
- Coordinate and direct copywriting team

Fall 2014 – Fall 2015

Editor & Copywriter for Cardone Training

Fort Lauderdale, FL

- Edited and posted 542 articles in 2015
- Lead editor for Grant Cardone's article released across Entrepreneur.com, WellsFargo, INC, AMEX, Huffington Post, Business Insider, LinkedIn, Medium, and more.
- Developed and maintained 30+ podcast shows with publication and analytics tracking
- Brought primary podcast from unknown to #2 in Business News on iTunes
- Created content-specific header graphics for article posts
- Developed and maintained online product descriptions for over 200 products
- Develop and publish marketing campaigns for lead generation and product sales

Spring 2014 – Fall 2014

Faculty & Graphic/Web Design for FAT Village Center for the Arts

Fort Lauderdale, FL

- Instruct middle and high school aged students in drawing, painting and illustration
- Instruct middle, high school and adult aged students in Adobe Creative Suite
- Lead designer for all branding, print and web media
- Develop and maintain professional website and social media platforms
- Promote school at local and satellite events
- Maintain 3k/month average audience size on main website
- Maintain and develop 400+ page contacts and 2k+ personal contacts via Facebook

Summer 2013 – Summer 2014

Design & Media Specialist for New River Fine Art

Fort Lauderdale, FL

- Develop graphic design advertisements for print and web
- Maintain and optimize Amazon Gallery inventory and sales
- Manage and enhance Google Ad Words, Analytics and SEO accounts
- Digitally photograph, edit and log all new artwork inventory
- Develop and maintain social network presence on multiple outlets
- Completed intro course with Google Analytics training rep

Winter 2012 – Spring 2014

Gallery Director for Into The Woods Art Gallery

Dania Beach, FL

- Welcoming and interacting with all visitors, plus promoting and handling all sales
- Developing and overseeing all press and publicity materials for exhibitions
- Representing the gallery at public and private functions and events
- Digitally photographing, editing and logging all artwork
- Develop and maintain social network presence on multiple outlets

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- Winter 2012 – Summer 2013 **Social Media for Robert Fontaine Gallery**
Miami, FL
- Write, proofread and post on multiple social media networks
 - Follow trends and ensure relevancy with gallery artwork and content
 - Social networks include Instagram, Twitter, Pinterest, Foursquare and Tumblr
- Summer 2011 – Summer 2013 **Event Coordinator for WeMerge Magazine**
North Miami Beach, FL
- Plan and coordinate art events involving visual and performing artists
 - Promote the magazine and events through social media networks
 - Secure and maintain a rapport with various venues
- Summer 2009 – 2012 **Sinthetic Designs**
North Miami Beach, FL
- Developed images for t-shirts, skateboards, stickers and pins
 - Graphic design for branding and print
 - Website design and development

MY ART EXHIBITIONS

- Fall 2011 **Steampunk Legion Art Exhibition @ ArtServe**
Fort Lauderdale, FL
- Approximately 350 people in attendance for the Opening Reception
 - Planned and coordinated show from inception to completion
 - Promoted through social networks and advertisements
 - Coordinated vendor booths and live artists
- Summer 2011 **Transformations 2011 @ Stage84**
Davie, FL
- Raised \$250 for Women In Distress
 - Planned and coordinated show from inception to completion
 - Promoted through social networks and advertisements
- Spring 2010 **The Rockabilly Show @ The Monterey Club**
Fort Lauderdale, FL
- Managed a fundraiser during the event night
 - Raised \$200 for the Red Cross' Japan Relief Effort
 - Planned and coordinated show from inception to completion
 - Promoted through social networks and advertisements
- Fall 2010 **The Jackalope Show! @ Stage84**
Davie, FL
- Planned and coordinated show from inception to completion
 - Promoted through social networks and advertisements
 - Managed a creative team of artists to prepare and layout print-ready art

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FREELANCE ILLUSTRATION & MURALS

- Winter 2014 **MayDay Urban – Mobile Game App**
Fort Lauderdale, FL
- Under direction of the art director, developed seamless carousel urban background
 - Created sketch, process and finals from client example
 - Utilized graphite pencil, Adobe Illustrator and Sketch 3D
- Summer 2013 **Burrito'lam (Kosher Mexican Restaurant)**
Teaneck, NJ
- Under direction of the business owner, developed sketches for murals
 - Developed brand and corporate identity for business mascot
 - Hand-painted 20-square feet of murals over a one-week period
- Winter 2012 **Japanese Themed Residential Murals**
Plantation, FL
- Under direction of the home owner, developed sketches for murals
 - Hand-painted 230-square feet of murals over a 3-month period
- Summer 2012 **Treasures of the Ages: Forged in Magic, Volume II by Paradigm Concepts**
Miami, FL
- Under art direction, created original illustrations for a fantasy-themed roleplaying game
- Summer 2010 – Winter 2011 **Krewe of Harpocrates Publication**
North Miami Beach, FL
- Under direction of the art director, developed traditional and digital fantasy illustrations
- Spring 2011 **Hunting Party by Gorilla Games**
North Miami Beach, FL
- Under direction of the art director, developed digital fantasy illustrations

ART AWARDS

- Summer 2012 **Grand Prize**
Lamnico presents The Trifecta Art Exhibit, Oakland Park, FL
- Winter 2009 – Winter 2012 **Dean's List**
The Art Institute of Fort Lauderdale
- September 2011 **\$250 Cash Prize**
"Summer of Sharing" Art Contest, Wacom Technology Services, Vancouver, WA
- May 2011 **\$1,500 EDMC Foundation Scholarship**
The Art Institute of Fort Lauderdale
- April 2011 **Judge's Choice Award**
37th Annual Student Exhibition, The Art Institute of Fort Lauderdale

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GROUP EXHIBITIONS

March 2014	Beyond Divine (Exhibitor) Kreepy Tiki, Fort Lauderdale, FL
January 2014	Live Painting (Exhibitor) Tattoolapalooza, Miami, FL
November 2013	Art Heart for Rwanda (Exhibitor) FAT Village, Fort Lauderdale, FL
September 2012	Rock for AiFL (Curator/Exhibitor) Green Room, Fort Lauderdale, FL
June 2012	Live Painting (Exhibitor) Tattoolapalooza, Miami, FL
May 2012	Magic Hat Art Contest (Exhibitor) Green Room, Fort Lauderdale, FL
January 2012	Live Painting (Exhibitor) Tattoolapalooza, Miami, FL
December 2011	Multiversal Group Show 2011 @ Art Basel (Curator/Exhibitor) Wynwood Arts District, Miami, FL
November 2011	Steampunk Legion Art Exhibition (Curator/Exhibitor) ArtServe, Fort Lauderdale, FL
July 2011	Transformations: Where the Stars and the Moons Play (Curator/Exhibitor) Stage84, Davie, FL
April 2011	37th Annual Student Exhibition The Art Institute of Fort Lauderdale, Fort Lauderdale, FL
April 2011	The Steampunk Circus (traveling) Miami, FL -> Savannah, GA -> Raleigh, NC -> Philadelphia, PA -> New York, NY
March 2011	The Rockabilly Show (Curator/Exhibitor) The Monterey Club, Fort Lauderdale, FL
January 2011	The Ellen Show GAB Studio, Miami, FL
January 2011	The Jackalope Show! (Curator/Exhibitor) The Landings Gallery, Fort Lauderdale, FL
October 2010	Monsters Under My Bed: Childhood Fears Group Art Mega-Show Bear and Bird Boutique + Gallery, Lauderhill, FL
November 2010	The Jackalope Show! (Curator/Exhibitor) Stage84, Davie, FL
November 2010	Colabo Fingers Presents: EXQUISITE CORPSE GAB Studio, Miami, FL
December 2010	Multiversal Group Show 2010 @ Art Basel Wynwood Arts District, Miami, FL
August 2010	Pen & thInk Show Schacknow Museum of Art, Plantation, FL