

# KEVIN STAUSS

## Digital Marketing Strategist

910-512-2358 | kevstauss@gmail.com | Wilmington, NC

Results-driven Digital Marketing professional with 13+ years of experience in content creation, campaign management, and client relations. Combines creative expertise in video production with strategic marketing skills to drive engagement and achieve business objectives. Adept at managing multiple projects, collaborating across teams, and staying current with marketing trends and pop culture. Seeking to leverage diverse marketing background to contribute to innovative, culturally-relevant campaigns in the entertainment industry, with a focus on inclusive marketing strategies.

## POSITIONS

### Owner/Filmmaker | Heartline Films

January, 2011 - Present

- Cultivated exceptional client experiences throughout the entire wedding journey, anticipating needs and managing stress levels to ensure seamless events for 15+ couples annually.
- Implemented Disney-inspired guest service principles to create memorable moments and exceed client expectations.
- Successfully coordinated with multiple vendors and venue staff while maintaining calm, professional demeanor during high-pressure situations.

### Digital Marketing Strategist | Battle House Laser Tag

November 2018 - April 2024

- Developed and executed comprehensive digital marketing strategies across Google Ads, Meta Ads, and email platforms to drive customer acquisition and retention
- Managed monthly marketing budget allocations, prioritizing highest-performing channels based on ROI analysis
- Designed and executed seasonal promotional campaigns that increased foot traffic and maximized revenue during peak periods

### Lead Videographer | Tayloe/Gray

February 2018 - November 2018

- Demonstrated excellence in client relations while delivering high-quality video content across diverse professional settings.
- Efficiently managed multiple production timelines and client expectations simultaneously.
- Coordinated seamlessly with internal teams and clients to ensure smooth project execution.
- Maintained exceptional attention to detail while operating under tight deadlines.

### Media Director | Life Church

August 2016 - January 2018

- Orchestrated live production elements for weekly services of 400+ attendees, managing run-of-show timing and coordinating 2-6 front-of-house volunteers.
- Created detailed procedural documentation and training materials to ensure sustainable operations.
- Handled technical equipment setup and troubleshooting while maintaining focus on overall event experience.

### Production Intern | NHCS-TV

January 2011 - June 2011

- Managed live broadcast operations for sporting events, developing quick decision-making skills in dynamic environments.
- Demonstrated versatility by serving as both behind-the-scenes crew and on-air talent.
- Gained foundational experience in fast-paced live production environments.

## EDUCATION

### Bachelor of Arts Film Studies | University of North Carolina Wilmington, Wilmington, NC

August 2011 - December 2015

## SKILLS

Digital Marketing & Advertising | Project Management | Client Relations | Entertainment Industry Knowledge | Video Production & Content Creation | Google Ads | Meta Ads | Reddit Ads | Google Analytics | Large Language Models and Generative AI | Adobe Premiere Pro | Adobe Photoshop | Adobe Illustrator | Google Suite | Microsoft Office