



KEVIN WHITAKER

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The Story So Far . . .

WRITER, PROJECT MANAGER, CONCEPT DEVELOPER 1994-2018

Freelance, Multiple Clients

- Freelance concept and content developer, proposal and script writer, and project/operations manager for themed entertainment experiences, educational attractions, educational television programming, and digital games for a diverse array of clients.

MARKETING and OPERATIONS MANAGER 2016-2017

Splash and Dash, Old Town Pasadena, CA

- Marketing and Operations Manager of a retail and pet services start-up in Old Town Pasadena.
- Coordination of physical plant construction, build-out teams, and operational equipment suppliers.
- Search, hiring, and training of sales and service staff.
- Coordination with suppliers to create a retail selection meeting the needs of the local audience.

IN-BOUND/OUT-BOUND MARKETING AGENT 2015-2017

OnBrand24, Beverly, MA

- Coordinated outsourced shared services for a selection of clients. Services include first and second tier marketing, customer win-back strategies, database consolidation and verification, and inside sales.

OPERATIONS MANAGER 2014

Stockwell for Congress Campaign, Marblehead, MA

- Campaign operations for Massachusetts U.S. congressional bid: campaign task prioritization; operational budget management; marketing, public relations, and social media development.
- Conceptualization and writing of print, online, and email-based campaign communications.
- Creating and maintaining production and release strategies of campaign messaging in collaboration with a tight group that includes public relations and social media experts, graphic designers, video production professionals, political historians, and Web designers.

MARKETING SPECIALIST, WRITER 2013-2014

Ian Mitchell Group / Angel Oak Funding, LLC, Los Angeles, CA

- Developed a range of content types for client engagements—rich media ads, social media programs, online video scripts, etc.—for appeals to many mortgage loan market segments.
- Communications liaison between corporate stakeholders and local team leads.

HEAD COPYWRITER, MARKETING PROJECT MANAGER 2005-2013

Kaiser Permanente Health Plan, Inc., Burbank, CA

- Writing and editing, and content validation of extensive information library used to market directly to all Kaiser Foundation Health Plan business lines.
- Guided work on multi-year member communications branding project that assured consistent style, voice, and messaging across all presentation media.

WRITER, PRODUCER 1999-2003

Christopher Chadbourne and Associates, Inc., Boston, MA

- Visitor experience designer and producer, proposal developer, and writer of educational copy and scripts for conventional and interactive museum and visitor center media.

SHOW WRITER & CONCEPT DESIGNER 1988-1994

Walt Disney Imagineering, Glendale, CA

- Writer of live, film/video, and interactive show experience scripts, concept design and development of theme park experiences, including “Indiana Jones Stunt Spectacular” in Disney’s Hollywood Studios; “The Aladdin Adventure” virtual reality attraction; and “Walt Disney Imagineering Labs,” Epcot.

Bachelor of Science

California State Polytechnic University, Pomona, CA

KWWhitaker.com
