

# KEVIN REINHARDT

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## SENIOR LEVEL CREATIVE DEVELOPMENT & DIRECTION

### PROFESSIONAL PROFILE

- Highly motivated multi-media creative director with experience and capabilities in print, broadcast media, music composition, copy writing, voice-overs and studio/session vocalist.
- Skilled branding coordinator providing cohesive use of media to meet client goals, expectations and corporate guidelines.
- Ability to recognize final project objective and create needed materials/criteria to complete.
- Experienced in developing a clients product or service concept into a workable set of advertising solutions through close association and communication.

### AREAS OF EXPERTISE

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|---|---|---|
| • Graphic Design:<br>Photoshop, Illustrator, InDesign   | • Broadcast Branding                              | • Cable/TV Concept<br>Development, Storyboards,<br>Post Direction<br>Final Cut Pro/Motion 5 |
| • Product Branding, Logo<br>Design, Flyers, Brochures,<br>Catalogs, Direct Mail, and<br>Outdoor Media | • Copy Writing                                    | • Musician/Singer<br>Midi-Keys & Synth,<br>Trumpet, Lead & Session Vocalist                 |
| • Web Image Development<br>WordPress  | • Voice-Over Production                           | • Voice-Over Artist   |
|   | • Jingle Production<br>Local, Regional & National |   |
|   | • Musical Composition<br>and Orchestration        |   |

### PROFESSIONAL EXPERIENCE

#### Blue Rhino Creative, Murrieta, CA, 2002 to Present, Owner

- Provide clients with advertising materials specific to their requirements and specifications including: radio production, print media, logos, slogans, packaging concepts, website development, jingles, cable production and soundtracks.
- 2009 ~ 2014 Creative Director for County of Riverside CA EDA - Jacqueline Cochran Airshow advertising media creation & production.
- Broadcast producer for area agencies outsourced broadcast production within the automotive and action sports arena including radio and cable voice over and production.
- Art Director for FireHouse Life Magazine, Valley Living and Temecula Valley Magazines responsible for layout and editorial design on every other issue.
- Multiple local small business advertising development services including assembling professional teams to complete specific projects. Establish project budgets, bid contracts from estimates associated with outside vender portions of project. Maintain budget control in all areas.
- Creator and WebMaster for BillMartinezLIVE.com a national radio show broadcast in over 265 markets featuring interviews, video and guest publications.
- WebMaster and social media manager for multiple local businesses in the Inland Empire.

MBC Marketing Broadcast Consultants, Huntington Beach, CA 1995 to Present

- Creative Director responsible for jingle package development for varied clients throughout Southern California.
- Web development for multiple Southern California clients including restaurants, radio shows and businesses.
- Award Winning Regional Broadcast Jingle production throughout the United States.

Reinhardt Design, Temecula, CA 2001 to February, 2009, Owner

- Independent Contractor to various Southern California ad agencies serving as Creative Director.
- Responsibilities included concept development and implementation in all areas of advertising media.
- Involved with agency principles in all development, client meetings, presentations and final development.

RKR Productions, Walnut, CA 1990 to 2001

- Small independent advertising agency providing client services in all areas of advertising.
- Sold business in 2001.
- Remained with new owners as independently contracted creative director, graphic designer and producer servicing their clients.

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ADDITIONAL PROFESSIONAL EXPERIENCE

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MMR Media Associates, Westminster and Los Angeles, CA General Partner. Jingle & copy writing, musical composition and client relations.

Walt Disney Productions Japan, Tokyo, Japan Entertainer and attraction voice-over artist. Part of U.S. opening team for Oriental Land Company, Tokyo, Japan.

Disneyland & Walt Disney World Entertainment Division. Entertainment Division Show Director. Created show concepts, produced budgets, presented concepts to upper management for approval and production. Produced “The Wizards of Rad” Rock Skateboard & BMX Bike Show. “All-American High Dive Show” featuring Disney Characters and segments of “State Fair at Disneyland”.

Walt Disney Studios, Burbank, CA On Camera/On Air spokesperson for multiple tours over 8 years promoting events, movies and attractions for theme park and studio ventures. Appearances included: The Kennedy Center, White House, The Today Show and similar morning shows throughout Disney’s target markets in the United States and Canada as well as tours in Australia and Mexico.

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EDUCATION

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- Lindenwood Colleges, St. Charles, MO, Music
- University of Tulsa, Tulsa, OK, Music & Art
- California Institute of the Arts, Valencia, CA, Music & Composition
- Long Beach State University, Long Beach, CA, Business

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REFERENCES

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**BILL MARTINEZ**

*Owner*

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