

KEVIN KIMMELL

About

Impact driven designer and strategist with 15+ years running client engagements across brand, web, motion, and digital marketing. I started my freelance practice in 2010 and have since worked across cannabis, ecomm, SaaS, manufacturing, real estate, and construction. I know how to manage relationships, run projects from brief to delivery, and bring in new business.

Professional Experience

Jan. 2023–Current | Arvida Labs | Remote

B2B Marketing Strategist

- Operated as a one-person marketing department managing brand strategy, B2B partnerships, email, and advocacy infrastructure and white label design projects simultaneously.
- Worked with one developer to build Alpha Brands (alphabrands.one), a B2B alternative product discovery platform. Upwards of 1500 products, \$50mil in sales YTD.
- Developed cannabinoid Science 101 training curriculum, device user manuals, and several other educational resources. Worked with team to present and deploy education across internal sales teams and external retail partners.
- Originated and cultivated a research partnership with an MIT-connected network and other strategic partnerships
- Managed the full digital infrastructure for the American Healthy Alternatives Association and several state chapters - website, weekly policy reports, advocacy content, and email campaigns.
- Produced B2B email campaigns averaging 35-40% open rates; managed multi-state VoterVoice advocacy campaigns for AHAA.

kevinkimmell.design/arvida-labs www.arvidalabs.com

Jan. 2023–2025 | Mellow Fellow | Fort Lauderdale, FL

Packaging, Web Designer & Digital Marketing Specialist

- Worked with Creative Director to design sub-brand, Mellow Fellow Wellness
- Designed and developed multiple sub-brand websites across the Arvida portfolio, establishing cohesive digital identities for each.
- Redesigned the Mellow Fellow ecommerce site for nationwide consumer cannabis brand generating nearly \$400k in monthly revenue.
- Managed web design, social, and digital presence across concurrent brand initiatives under the Arvida parent company.
- Coordinated product management at trade shows, representing the brand on-site while managing ongoing digital responsibilities in parallel.

kevinkimmell.design/mellow-fellow www.mellowfellow.com

2010–2023 | Freelance Creative Director | CO, OR, FL & Remote

Packaging, Web Designer & Digital Marketing Specialist

- Ran an impact-driven full service creative studio handling brand identity, web, motion, and marketing
- Clients across a dozen industries including cannabis, real estate, publishing, and SaaS.
- Coordinated directly with clients and a partners to execute within timeline and budget.
- Designed and developed websites, motion graphics, and full campaign assets from concept through delivery.
- Grew revenue consistently from 2012 to 2022 by continuously expanding service offerings and partnerships

www.kevinkimmell.design

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Skills

Design

Expert in Adobe Software
Illustrator & Photoshop

Proficient in:

After Effects
Premier
Audition
Dimension
InDesign

Canva

Web & Ecomm

Expert in:

Shopify
Wordpress
WooCommerce
Elementor/Other Themes
Klaviyo

Proficient in:

Wix, Squarespace,

Partially Proficient in:

HTML, CSS

Ai & Other Tools

Claude, Claude Cowork
Midjourney
Google Ai Studio/Gemini
ChatGPT, other Ai tools

Monday, Slack, CMS Systems

Microsoft Office &
Google Office Tools

Strategy

Branding & Visual Direction
Marketing Campaigns
Ecommerce Stores
Partnership Development
Cross-Organizational Initiatives
Political Content/Copywriting
Non-profit initiatives

School

Aug 2010 Metropolitan State University
Denver, CO
Industrial Design program
12 Credits Completed

Aug 2012-2015 Community College of Denver
Denver, CO
Graphic Design program
42 Credits Completed

Aug 2015 Interaction Design Foundation
Certificate Program
Two UX/UI courses completed