



KIM KOVACIK

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EDUCATION

DePaul University

Bachelor of Arts in Public Relations and Advertising, 2018

Minor in Photography, 3.9 GPA

WORK EXPERIENCE

Content Creator & Consultant, [Kim Kovacic Photography](#)

June 2016-current

- Produced creative content for brands like Nike, Adidas, Capital One, Maria Pinto, and Stan's Donuts
- Featured in [NPR](#), [Food & Wine](#), and [WGN TV](#)

Creator, [The Times](#)

January-June 2019

- Art directed social media campaigns for Pier 1 Imports, Chicago Red Stars, and Act + Acre
- Pitched advertising campaigns to Chipotle and Discover Card (won)
- Shot and edited social media content for Chicago Red Stars, Act + Acre and Doc B's Restaurant

Social Media Strategist, [Kinship](#)

October 2018-January 2019

- Managed 10 restaurant and hotels' social media (Instagram, Twitter and Facebook)
- Executed digital creative campaigns for online brand growth

Jr. Content Creator, [Havas](#)

June 2018-August 2018

- Art directed advertising and social media campaigns for Hardee's and Carl's Jr.
- Produced social media photography and videography for Havas Chicago and their clients such as Hardee's, Carl's Jr, and AutoZone

Assistant Digital Strategist, [C1 Revolution](#)

March 2015- May 2016

- Managed, art directed and shot for Portillo's Instagram account. I grew their Instagram following from 9,944 to over 16.8k in four months and made them go viral in the Midwest.

SKILLS

Photography, videography, gif-making, social media strategy, pitching

Adobe Creative Suite

- Proficient in Lightroom, Photoshop, Illustrator, Premiere, Camera Raw

ACTIVITIES

- Traveled solo across Europe, developing a creative portfolio along with multicultural skills