



Vivian Kvitka

Marketing | Creative | Entrepreneur

Content marketer with a graphic design, photography, and sustainable fashion background. Advanced skills in Adobe Illustrator and Photoshop, content strategy, and content planning. After four years single-handedly running an e-commerce brand, and nine years as a freelance graphic, and brand designer, now seeking a position as an in-house content marketer to help other businesses reach more customers and build engaged communities that convert.

Experience

2019 - Present

Berlin, Germany

Slow Fashion Entrepreneur | TheVIVgoods

- Bootstrapped a sustainable e-commerce fashion brand from the ground up. Sold over 3K upcycled bags and accessories since 2019
- Created and scheduled organic with Later, Planoly and Buffer, and paid social media campaigns with Facebook Ad Manager & coordinated marketing collaborations with other brands and influencers including Muji, Faire, and Etsy
- Migrated the business from its primary location on Etsy & built a Shopify website from scratch to maximize the brand's potential, and minimize sales fees by 4%
- Learned how to shoot product and fashion photography to keep branding consistent and content creation agile, using Adobe Photoshop, Lightroom and Rush
- Outsourced 70% of production to a fair trade sustainable cut and sew manufacturer in Budapest, Hungary to increase the product margin by 30%
- Made and Fulfilled wholesale orders from more than 30 Brick and Mortar shops across the EU and the USA

2013 - Present

Berlin, Germany

Freelance Design & Strategy | The Good Viv

- Designed Merchandise for *Appletree Garden Music Festival*, including an embroidered patch which sold out before the end of the three day festival.
- Created Corporate Identity, a logo & brand style guide, a Squarespace website, direct mail, and print ads for Pittsburgh Medical Marijuana clinic. (PGH MMJ)
- Developed *Making Stories'* corporate brand, logo, style & voice guide, as well as designed & laid out a 150 page knitting magazine with Adobe Indesign.
- Developed a logo and branding for award-winning electronic jazz band, *Grey Paris*, photographed the band for their press kit & created artwork for 3 of their albums
- Translated 80 plus product descriptions from German to English for *HETTI.Berlin*, a luxury throw-pillow boutique, wrote and planned content for instagram and their blog, along side sewing and pattern development.

2015-2019

NYC, USA / Berlin, Germany

Senior Designer | Roots Studio

- Commuted between Berlin and NYC to meet fashion and home buyers, while developing the brand, its USP, managing the design team & reporting directly to CEO
- Designed uniquely tailored pitchdecks with photomockups and trend forecasts for over 20 clients.
- Coordinated with media outlets to deliver design assets that were published by WGSN forecasting, and the Premiere Vision Paris September trade show trend guide.
- Represented the brand at Premiere Vision Paris, presenting artwork and surface pattern designs to creative directors and buyers, which directly lead to partnerships with REI, Outdoor Research, Prana, Patagonia, and CotoPaxi.
- Managed and mentored two full time Junior Graphic Designers based Mumbai. After three months of supervision, productivity goals exceeded CEO's expectations.



Citizen of the USA

English - Native



Unrestricted DE Work Visa

German - Conversational

Contact

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Education

Jan - Aug 2023

Digital Marketing Immersion Certificate

Career Foundry - Digital Institute

2009-2013

Bachelor of Fine Art

The School of the Art Institute of Chicago

Software & Skills

Adobe Illustrator, Photoshop, Lightroom, Indesign, & Rush
Canva

Mailchimp & Klavyio

Shopify & Squarespace

Google analytics

Google Ads

Facebook Ads

Pinterest ads

Later, Planoly & Buffer