



Kevin Falkenberg

Virtual Portfolio & Résumé Companion



Created with Adobe Photoshop and Illustrator
Uploaded using HTML and jQuery in Adobe Dreamweaver

Personal Vision Statement

"It is my desire to utilize my design and marketing skills to build a life of meaning and value for myself and my community. Through my creativity, discipline, and constant desire to learn and challenge myself, I wish to give back to my community and inspire those around me."

"You can never go wrong by investing in communities and the human beings within them."

—Pam Moore

Who I Am

I graduated summa cum laude with a Bachelors Degree in Fine Arts from Ithaca College in 2007. My concentrations included Printmaking, Graphic Design, and Web Design.

For the past 13 years, I have developed my design and marketing skills through the promotion and organization of various art events, exhibitions, and conventions in my community. Due to the success of these smaller events, I formed an event planning partnership, Page One Entertainment, and subsequently launched Twin Tiers Comic-Con in 2014. This new convention was designed as a two-day event celebrating comic books, art, and the type of pop culture elements that currently dominate the entertainment world.

Organizing these events has allowed me to expand and refine my skills in marketing, graphic design, web design, business management, and event logistics. On the succeeding pages, several of these skills will be highlighted. It is the hope that these pages will properly illustrate growth, understanding, and utilization of marketing and design concepts for the benefit and success of a business.

NOVEMBER 9 & 10, 2019



ARNOT  EVENT CENTER

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

–Jeff Bezos

Brand Development

In 2013, my partner and I split off from a previous venture, and it was necessary to re-brand our events with a brand name that we created and owned. We selected the name Twin Tiers Comic-Con, and I have designed and adjusted our logo every year that we have hosted an event. The focus was a comic-inspired logo design that was both bold and fun, resting atop a mapped outline of the various counties commonly associated with the Twin Tiers.

2014



2015



2016



2017

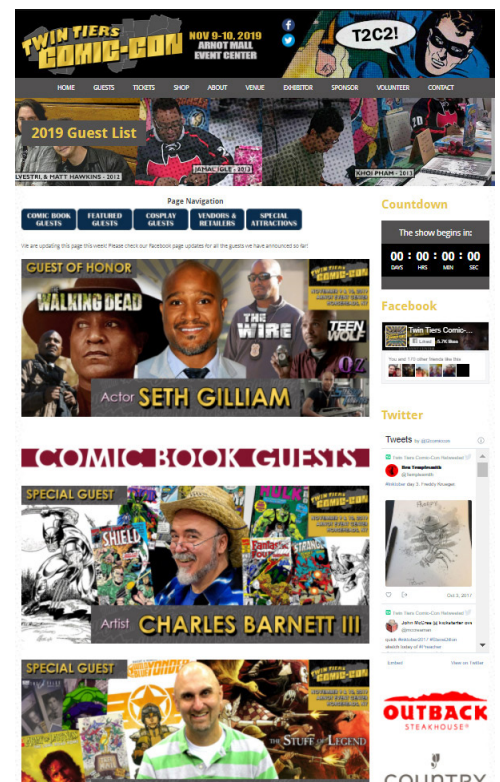


Web Design

I built our website from the ground up using HTML and Javascript coding in Adobe Dreamweaver.

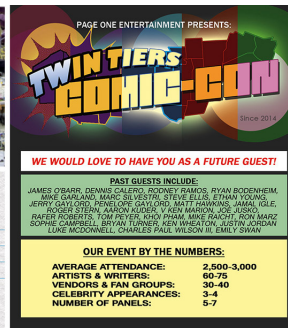
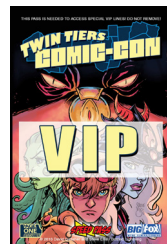
I designed the site to be as self-reliant as possible, with minimal third-party additions. We utilize Formsite to create registration forms for artists, vendors, and volunteers.

Two years ago, I did away with our traditional sales methods and repurposed our site for the direct purchase of admission tickets, complete with SSL certificate, e-mail notifications, and our own Privacy and Purchase Policies that I drafted myself. All purchases are secure and no third-party ticketing agent is required. Payments are linked directly through our website to PayPal and Stripe.



Graphic Design

If you ever see an image online or in person with a Twin Tiers Comic-Con logo on it, chances are good that I designed it. Graphics, posters, program booklets, business cards, t-shirts, bags, stickers... Fresh designs are needed every year!























Media Relations


Along with my partner, I have appeared on numerous WENY and WETM news segments promoting our events (the Pikachu costume is a running gag). I have also written copy for television and radio advertisements, issued press releases, and negotiated television sponsorships from WYDC-TV Big Fox.



"Give them quality. That is the best kind of advertising."
-Milton Hershey

Social Media Management

Page		Total Page Likes	From Last Week
1	 Scare-A-Con	25.8K 	▼0.1%
2	 Salt City Comic-Con	12.1K 	0%
3	 Nickel City Con	11.3K 	0%
YOU			
4	 Twin Tiers Comic-Con	5.8K 	0%
Keep up with the Pages you watch.		Get More Like	
5	 RocCon Rochester's Co...	5K 	0%
6	 FC3	3.8K 	0%
7	 Syracuse NY Comic Con	2.9K 	▲0.2%
8	 RoberCon	1.9K 	▲0.4%
9	 Syracuse Powercon Co...	1.6K 	▲0.1%
10	 Ithacon	457 	0%

 5,768 people like this

I took over the social media management of the previous event I helped run in 2012. Since I took over the Facebook page (including the aforementioned rebranding), I have increased our online audience and fanbase by over 2,000% through a combination of content engagement, appealing design elements, consistent event quality, and paid advertising. We are currently one of the most popular Facebook pages in our local industry market (upstate NY), only surpassed by events in more populated cities like Syracuse and Buffalo.

 **4.8 out of 5**

We pride ourselves in quick, direct contact in response to any fan questions or concerns, as well as maintaining a creative, valuable, and highly-rated product.

"You cannot buy engagement. You have to build engagement."

—Tara-Nicholle Nelson

Financial, Legal, and Logistical Operations

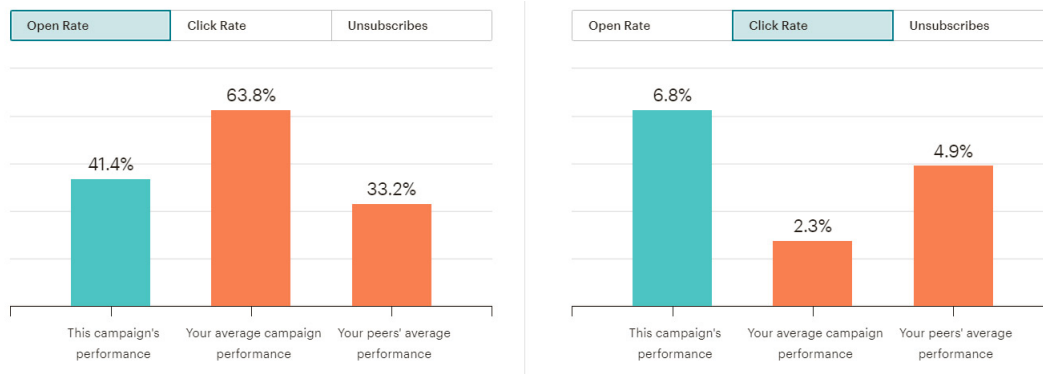
I am responsible for the budgeting, bookkeeping, and tax preparation of Page One Entertainment and our hosted events. Logistical operations are shared between the partners and include things like volunteer orientation and management, team building, and event floor planning and mapping.

Legal Agreements between my partnership and the venues or celebrity guests are negotiated by me and my partner. Often times I have had to draft legal agreements from scratch for guest appearances and negotiate terms with agents.

Direct E-mail Marketing

Twin Tiers Comic-Con runs an e-mail newsletter during our “on-season” when we have a show to promote. I maintain our newsletter mailing list and organize the mailings through the MailChimp website. My social media platforms combined with my e-mail marketing is our largest avenue of engagement and response, and is the primary drive for ticket sales.

My most recent ticket drive e-mail campaign for 2019 boasted a 41.4% open rate and 6.8% link click rate using a targeted demographic.



Cause Marketing and Philanthropy

Raising awareness and giving back are important aspects of Twin Tiers Comic-Con's marketing strategy. In 2015, we raise \$1,000 for the Hero Initiative, a charity dedicated to helping comic book creators in need. In 2016, we donated \$400 to the Inkwell Awards.

In 2019-2020, we partnered with The Wounded Warrior Project to raise money for their organization by selling a Veteran's Day-themed art print and inviting a wounded veteran to give a speech at our event. We have currently raised over \$800 with this ongoing campaign. Additionally, we granted free admission to all veterans during our 2019 show.



"The best marketing doesn't feel like marketing."
—Tom Fishburne

Other Communications and Public Speaking

Each year during our events, I strive to act as a public figure and master of ceremonies for the entire weekend. This typically involves running trivia contests and games, or playing host to various activities.

In 2019, I hosted and moderated a panel for our celebrity guest, actor Seth Gilliam. Seth and I conversed in an interview style while I called on audience members to ask questions.

Outside of the conventions, I also co-host a film podcast with a friend of mine as a hobby. The podcast has gotten me accustomed to the process of recording, editing, and calibrating audio feeds. It also allows me a regular outlet to practice speaking at length for public consumption.



“Different is better than better.”

–Sally Hogshead

Reference Links

Twin Tiers Comic-Con:

Website: www.twintierscomiccon.com (2021 redesign coming soon!)

Facebook: www.facebook.com/t2comiccon

Twitter: www.twitter.com/t2comiccon

Instagram: www.instagram.com/t2comiccon

2019 Commercial Spot: www.facebook.com/531913620207271/videos/2444042189148097

Kevin Falkenberg:

Personal Art Tumblr: <http://kafalkenberg.tumblr.com/>