

WES STRAUB

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INTRODUCTION

As a creative professional and entrepreneur with 26 years experience, I have held various positions such as COO and Creative Director, and in that time I've been privileged to lead diverse teams that have included both creative and technical professionals.

At my core, I am a design implementation specialist. Whether it's translating a new brand across multiple platforms, or expanding a creative concept through to a fully functional user experience within a final product, campaign or technical initiative, I have always been able to do achieve those results with absolute consistency and with the upmost attention to detail. I excel at being the last stop no matter what I am working on.

RELEVANT ATTRIBUTES

- **A Leader:** Organized and hyper-detailed yet flexible and agile in project management style.
- **An Analytical Thinker:** Able to parse strategic goals into executable plans.
- **A Translator:** Able to communicate between creative and technical professionals.
- **A Finisher:** Always trusted with the ultimate responsibility of delivering the final product.

EXPERIENCE

2022 - Present

COO | Co-Founder

KMW Labs, Inc. | Indianola, Iowa, USA

RESPONSIBILITIES

- Partner / ownership position responsible for overseeing all facets of the business from application management, to sales, support and finance team management.
- Director of all web application UX/UI design and asset management
- Sales and marketing strategy creation, development and execution for all on and offline campaigns targeting both the legal and insurance industries.

HIGHLIGHTS

- As part of a small team, developed and launched the RoadProof traffic camera video data archive platform, and help grow the business to \$1.5M annual revenue in three years.
- Created, designed and developed the RoadProof application's name, brand and value proposition, which now has become a very well-known entity in the legal and insurance space.

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EXPERIENCE (CONTINUED)

2021 - Present

Creative Director

KristiJane Inc. | Indianola, Iowa, USA

RESPONSIBILITIES

- Brand and value proposition strategy, development, implementation, and management for clients in various industries.
- UX / UI design and implementation for all client web properties.
- Art direction and graphic design for all client marketing collateral and digital advertising.
- Social media advertising campaign development and management.

HIGHLIGHTS

- Successfully renamed and rebranded a prominent Virginia-based shed builder from “Colonial Barns” to “Emerlin”.
- Designed and implemented all advertising collateral for Anthem Injury Lawyers partnership initiative with the Vegas Golden Knights NHL hockey team.

2011 - 2021

Brand Manager | Project Manager

Web Property Manager | Art Director

AdMagic / Breaking Games | Netcong, NJ, USA

RESPONSIBILITIES

- Trusted with a variety of critical responsibilities while working remotely the entire time.
- Brand and brand asset management.
- Corporate planning and project management.
- Marketing strategy creation and execution.
- Management of all Shopify web properties.
- Art direction and graphic design for tabletop and board game products, marketing collateral and online marketing development.
- Interface design and user experience design for all websites including BreakingGames.com, PrintPlayGames.com and AdMagic.com.
- Social media advertising campaign development and management.
- Email campaign development and management.
- Internal systems and processes development.
- Art and pre-press production.

HIGHLIGHTS

- Size of team has grown from six to 55 employees in eight years.
- Company won Ernst & Young Entrepreneur of the Year in 2016.

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EXPERIENCE (CONTINUED)

2005 - Present

Owner | Designer | Project Manager

Inspire Studios Inc. | Calgary, AB, Canada

RESPONSIBILITIES

- Business and corporate management.
- Brand and communication strategy development and execution for Oil & Gas and industrial manufacturing clients.
- User interface experience development and project management for large scale web development projects including the NewHomeListingService.com, a Canada-wide directory for new home real estate listings.

HIGHLIGHTS

- Renamed, rebranded and repositioned Brahma Compression Inc., whose resulting growth over a five year period led to the sale of the company to Oil & Gas industry giant, Foremost Industries.
- Designed the user experience for, and managed the development of NewHomeListingService.com which successfully launched across Canada in late 2015, and was subsequently acquired in 2019 by Constellation Home Builder systems.
- All business since the company's inception has been generated through referrals only.

2003 - 2005

Senior Designer

Apar Inc. | Calgary, AB, Canada

RESPONSIBILITIES

- Responsible for the design and development of all Energy Resource Manager online and offline marketing collateral
- Created and managed the APAR brand and all of its divisions.

HIGHLIGHTS

- Being fired for designing a billboard for a non-related freelance client located immediately outside the company's office. This dismissal directly led to the founding of Inspire Studios Inc.

1998 - 2003

Art Director & Production Manager

Mosaic Communications | Calgary, AB, Canada

RESPONSIBILITIES

- Managed a five person creative development and production team.
- Designed and produced brands, advertisements, corporate videos, and investor relations materials such as annual reports and presentations.
- Designed, programmed, and produced a wide range of mid to large sized websites and interactive applications.

HIGHLIGHTS

- As the first job out of school, was able to work on a wide variety of creative projects.

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NOTABLES

KMW Labs, Inc.

- Current Partner in US based company
- Grew business to 1.5M+ Annual Revenue in less than two years

The Wirikuta Night Show

- Partner in Mexico based company
- Sold shares in 2018

NHLS – New Homes Listing Service

- Partner & Board Member
- Sold shares in 2015

WDC – Web Development Company

- Partner, Board Member, Advisor
- Produced the book 'The Web Untangled' with eleven international online marketing experts
- Sold shares in 2013

EDUCATION

1998 - 1999

Applied Multimedia

Calgary, AB, Canada

- Visual Communications Diploma, with Honors

1996 - 1998

Red Deer College

Red Deer, AB, Canada

- Bachelor of Fine Arts Diploma, with Honors

1996 - 1998

Red Deer College

Red Deer, AB, Canada

- Bachelor of Fine Arts Diploma, with Honors

1984 - 1996

Beiseker School

Beiseker, AB, Canada

- High School Valedictorian