

Jeffrey T. Kell

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Please visit www.jeffkell.com for a more comprehensive list of qualifications and produced projects.

EXECUTIVE SUMMARY

- ▶ Technologist with expertise in technology education for senior citizens, marketing, and brand management for consumer Internet and mobile app companies. Marketed the first-ever iOS accelerometer game, growing it to #1 in China and #7 in the U.S. in the Kid's Games category. Led the Thirst Labs engineering team to create a comprehensive news app for Google Glass in 72 hours, making it one of the first 10 apps on the platform and obtaining coverage from Mashable to VentureBeat. Founded 105 Conversations, which was conceived out of a meeting with Steve Wozniak and led to video interviews with other thought leaders such as George P. Shultz, John Mackey, and Blake Irving to create a blueprint for future generations.
- ▶ Experienced in technological content marketing and brand expansion via public relations, video interviews, storytelling, blogging, web design, photography, videography, Facebook marketing and advertising, Google Apps, Wordpress, Squarespace, Photoshop, Illustrator, iWork, and Microsoft Office. Knowledgeable in HTML, CSS, hiring and managing subcontractors, and contract creation and review.

DIGITAL & BRANDING EXPERIENCE

Digital Piece of Mind, Founder & CEO, Mountain View, CA | April 2014 - Present

- ▶ Digital Piece of mind partners the catered experience of a digital concierge with the social tendencies of a creative agency. Our team is dedicated to an immersive technological experience that takes the hassle out of going digital, facilitating the process between hardware, software, and social media. We carefully curate stories, design robust brands, and obsess over metrics, creating dynamic campaigns that capture attention and create compelling meaning with a definitive call to action.

105 Conversations, Founder & Executive Producer, Mountain View, CA | January 2012 - Present

- ▶ Orchestrating 105 Conversations with some of the most influential people in the world, around the topics of technology, innovation, leadership, and education to create an online blueprint for future generations.
- ▶ Interviewed: George P. Shultz, John Mackey, Pete Cashmore, Brit Morin, Alexis Ohanian, Tim Ferriss, Sara DeWitt, and many more at www.105conversations.com.
- ▶ Built web assets, designed brand, secured gear and sponsorships, and obtained skills in videography.

Owner, Old Dog New Tricks Computer Consultation, Lafayette, CA | August 2006 - Present

- ▶ Founded computer consultation business to provide assistance with computer purchase, setup, lessons, maintenance, troubleshooting, and ongoing consultation for a mature adult market. Empowered clients to digitize their lives by building out monthly subscription plans and tailored curricula for each client. Served a niche market by filling the void between complicated technology and personable technicians.

- ▶ Responsible for the sale of \$1,000,000+ of Apple products.
- ▶ Leveraged talent to meet demand, growing the business to service the entire San Francisco Bay Area.

Hacking for Women, Co-Founder, San Francisco, CA | January 2014 - Present

- ▶ Created Hacking for Women to bridge the gender gap in technology jobs, specifically those in the areas of coding and computer science. The platform was used to crowdfund an initial coding academy for Shannon Burns and has since sparked a movement and a merge with Women Who Code.
www.hackingforwomen.com

Thirst Labs, Strategic Consultant, San Francisco, CA | March 2013 - July 2013

- ▶ Formulated and strategized a 72 hour rollout of Thirst Droplet, one of the first 10 apps to be released for the Google Glass platform. Assisted Thirst Labs engineers in the creation of the app on the aspects of design, feature set, branding, and by acquiring a pair of Google Glass for the final development stages and testing purposes.
- ▶ Established strategic connections with Silicon Valley influencers for the launch, publicity, and execution of Thirst Droplet. Storyboarded, filmed, and edited all promotional videos for Thirst Droplet to be used for media.

Founder & CEO, Jeff Kell Enterprises, Los Gatos, CA | Sept. 2010 - Present

- ▶ Founded Jeff Kell Enterprises, a marketing and brand consultation company, primarily focused on web properties and assets, brand, strategy, storytelling, campaigns, PR, strategic relationships, negotiation, and relationship management for clients across numerous verticals.

Bit Rebels, Guest Writer, Mountain View, CA | January 2012 - March 2013

- ▶ Writing for Bit Rebels focuses on the trends of app releases, development, marketing, Android and iOS platforms, Apple, Facebook, Google, and Flipboard.

Merrill Lynch, Consultant, Mountain View, CA | January 2012 - March 2012

- ▶ Provided recommendations for the Merrill Lynch Mac interface, when Merrill Lynch employees attempt to login remotely from a Mac machine using dual screens. Developed the fixes to the interface, while working with a Vice President of Merrill Lynch, who is a client of Old Dog, Tricks.

XEODesign, XEOPlay, Tilt World, Director of Marketing, Oakland, CA | December 2011 - June 2012

- ▶ Launched Tilt World, XEOPlay's flagship iOS game, which is striving to create real world social good through gameplay. XEOPlay launched Tilt World at DEMO Spring 2012.
- ▶ Responsible for all aspects of taking the product to market, including digital marketing, branding, marketing strategy and implementation, strategic relationship management, social media influence, and PR.
- ▶ Tilt World became #1 on the App Store in China and #7 in the United States in the category of Kid's Games, after the launch of the game.

SKILLS

Well-versed in trending technology, public speaking, customer service, sales, brand creation and execution, small business management, public relations, videography, storyboarding, interviewing, storytelling, photography, and content marketing and dissemination. Skilled in project and subcontractor management.

EDUCATION

Bachelor of Arts, Organizational Communication, minor in Entrepreneurship from California State University, Chico. Degree conferred in 2010.

REFERENCES

-Available upon request. Testimonials available at www.jeffkell.com/testimonials.

iPad presentation with digitally interactive components accompanies this Résumé, and is given in person, upon request.