

Phone.
940.25.1802

Email.
kiefer.likens@me.com

Address.
200 N. Texas Madisonville, TX

KIEFER likens

STORY TELLER | DESIGNER | VIDEO & PHOTO



ABOUT ME

I AM PASSIONATE ABOUT CREATING. I FELL IN LOVE WITH PHOTOGRAPHY AT AN EARLY AGE AND THAT LOVE TRANSMUTED INTO VIDEOGRAPHY AND DESIGN.

EDUCATION

2016-2018
Masters of Arts
Graphic Design
Concordia University

PORTFOLIO LINKS

youtube.com/allabouttrailers.com
madisonvilletexas.us
texaspridetrailers.com
lacollege.edu

MY SKILLS

Photoshop

Illustrator

Premiere Pro

Wordpress

After Effects

Davinci Resolve

Lightroom

Shopify

WORK EXPERIENCE

Photographer | Designer | Video Editor

Texas Pride Trailers 2019-2020

Delivering infotainment style and unscripted digital content to various platforms through a complete company rebrand is no easy task, but Texas Pride Trailer's Creative Media Team has stepped up to the challenge and met it head on.

As lead photographer, I often find myself on the manufacturing floor taking photos and short videos of our talented welders and manufacturers building our custom trailers by hand.

Video Editor is one of the many other hats I wear at TPT. I am proficient with common tools such as those in the Adobe Creative Suite, however; I have had the opportunity to stretch my legs in DaVinci Resolve, as that is the main editing tool we use.

Within the first 3 months, I created, hosted, and marketed a YouTube channel that brought in over \$257,000 in sales to the company. Nearly a year later, we've expanded our facilities, our employee roster, and our client pool...and we're not stopping there!

Creative Director

The Trailer Parts Outlet, 2017-2019

To truly describe this position, you would have to create a time machine and travel back to fill a day in those shoes.

My responsibilities included designing and developing a massive E-commerce store, photographing products for our site, creating advertisement videos and marketing funnels as well as social media content creation and management.

Design & Production Manager

Tharp's Printing Service, 2015-2017

Other than designing and printing the typical "Happy Birthday" banner, this position included management of three employees, print resources, two offset print presses and a 120 inch wide format printer.

This was truly a position that had a different fire to put out everyday, but the creativity that flourished there was beyond belief.