



Wesley Wolfbear Pinkham

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Half strategist. Half designer. And half storyteller. I study the archetypes and the trend lines to build audiences into communities, both digital and IRL. I am constantly developing new inspirations, connections, and skills to add structure to artistic endeavors and creativity to business scenarios.

2011 TO PRESENT

WOLFBEAR CONSULTING | INDEPENDENT CREATIVE CONSULTANT

Project lead and collaborator focusing on graphic design with an emphasis on corporate usage (brochures, invitations, launches), website & wordpress implementations, event photography, UI/UX prototyping, copywriting, video production, and ad planning

Clients include Thermofisher Scientific, Ultimate Software, AjnaLiving.com, SEIU, Support the Enlisted Project, Anti-Defamation League, and ImagineX Productions

2017 TO 2019

MUSCO CENTER FOR THE ARTS, CHAPMAN UNIVERSITY | AUDIENCE DEVELOPMENT MANAGER

I create and meet institutional marketing budgets and goals totaling more than \$500k/year in expenditures and \$1M+ in ticket revenue while managing assistant and at least ten consultants and key vendors

A typical week has me budgeting for any of 40+ annual campaigns, creative directing print collateral, managing press operations, coding the new MuscoCenter.org, coordinating photographers, designing emails in MailChimp, and developing offers and loyalty pipelines.

2012 TO 2017

BRAINARD STRATEGY | CREATIVE DIRECTOR

Managed branding and product development during key growth period as the company expanded from three employees to 12 with growth from six-figure to seven-figure revenue

2015 TO 2017

OPTIMYSTIC MEDIA | CO-FOUNDER AND MANAGING PRINCIPAL

Developed and launched media/marketing agency focused on live events, servicing clients including Lucidity Festival, XLive Conference, FestForums, Envision Costa Rica, Symbiosis, Enchanted Forest Gathering, One Love Festival, and Boogaloo Mountain Jam

2012 TO 2015

GARDNER AUTOMOTIVE COMMUNICATIONS | SR. PRODUCER AND CONTENT MANAGER

Provided creative development and execution for MarComm creative agency in projects for Fortune 100 automotive and lifestyle clients, primarily servicing clients Toyota/Lexus and Harman International's automotive sound division

Creative production in print and digital design, copywriting, scripting, social media, apps, UI/UX, interactive kiosks and POS, project analytics, event production, and proposals



EDUCATION

UCLA '09

BA, World Arts & Cultures
Minor in Hebrew
& Jewish Studies

HEBREW UNIVERSITY OF JERUSALEM

Study Abroad, Fall '08

JACK OF MANY TRADES

Adobe InDesign/Photoshop/Illustrator
Event Production, Crisis Communications
Branding, Art Direction, Photography
Copywriting, Editing, Social Media Planning
Digital/Print/Broadcast Ad Planning
HTML/CSS, Video Production, Mailchimp
WordPress, CRMs, Microsoft Office
Typing speed 100+ WPM

PASSIONS

Writing, piano, guitar, photography,
bluegrass, travel/road trips,
folklore, lucid dreaming

ADDITIONAL EXPERIENCE

Lucidity Festival, Yiddishkayt,
Music Center, Grand Performances,
RuderFinn PR, Skirball Center