



# KEVIN A. PERKINS

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[WWW.LINKEDIN.COM/IN/KEVINAPERKINS](http://WWW.LINKEDIN.COM/IN/KEVINAPERKINS) [WWW.BORINGZOMBIE.COM](http://WWW.BORINGZOMBIE.COM)

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## FILM MAKER, PUBLICIST

A RICH MIX OF PUBLIC RELATIONS IN THE ENTERTAINMENT INDUSTRY,  
FILMMAKING, AND ASTOUNDING PEOPLE SKILLS.

Seasoned public relations and promotions specialist with over twenty years of experience. Played key roles in the release of some of the biggest feature films of all time. While having worked on all sides of the film industry, found true niche is film production, having written, produced and directed award-winning short films and commercials.

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## PROFESSIONAL EXPERIENCE

- June 2014 – Present      Lizardmark Creative
- Video production, publicity, promotions, and social media management for clients ArcLight Cinemas, Jerry's Automotive Group, Showtime Trivia, Baltimore Comic Con, Raven Beer, Buddy Foundation, Spooky Movie Festival
  - Pro-bono marketing chair for Nat'l non-profit Best Friends Animal Society
  - Locations PA, VEEP (HBO)
- April 2013 – June 2014      Account Executive, Renegade Productions
- Responsible for production department sales and marketing
  - Tracked and analyzed all web and social media traffic
  - Produced, updated and maintained all social media
  - Produced, wrote and directed commercials both for clients and for internal use
- March 2012 – April, 2013      Lizardmark Productions, Publicity & Promotions
- As above
- June 1996 – March, 2012      Senior Account Executive, Allied Integrated Marketing, Baltimore
- Senior account executive for Warner Bros., 20<sup>th</sup> Century Fox, Paramount, Miramax Films, Weinstein Co., Fox Searchlight and Lionsgate accounts, and more
  - Directed national campaigns such as DVD release for Paramount's "SUPER 8"
  - Brainstormed promotional ideas for national uses with film clients.
  - Directed media outlets (newspaper, radio, TV) in arranging buys and partnerships.
  - Generated press releases, promotional emails and other communications accounts.
  - Managed a team of account executives and interns.
  - Secured millions of dollars in free TV, radio, print and Internet ads for clients through trade. Logistics and planning for all events.

## EDUCATION

Bachelor of Science, 2020 • Full Sail University, Florida • Digital Cinematography  
Bachelor of Arts, 1995 • Towson U, Maryland • English, Journalism, Speech

## SKILLS

Adobe Suite including Premiere Pro, After Effects, Audition, Photoshop. Final Cut and Final Draft. Movie Magic Scheduling and Budgeting. Microsoft Office suite, including Word, Excel, Outlook, Power Point. Computer and web savvy, proficient and present on social media platforms Facebook, Twitter, Instagram, YouTube, and Vimeo.