

the keva dine agency



philosophy

What drove me to become a professional recruiter has a lot to do with creative connectivity. I've always been drawn to the electric synergy between Client and Agency, between Creative Director and Designer, between Art Director and Copywriter, between Publicity Director and Company Owner and so on. When the match is right, the work speaks for itself and it all flows. Getting to that place, however, is not always easy.

After many years of working within the creative industry, I became increasingly more interested in the process of building creative teams. My first hand knowledge of the creative industry, as well as my eye for spotting talent, saves my clients both time and money because I bring them only the best candidates.

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{by appointment only}

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process

YOUR NEEDS:

A creative industry candidate needs to be found and I get a call. The client and I discuss, at length, everything about the position, their company and their expectations for this candidate. Search terms, job description, salary and time frame are agreed upon.

MY APPROACH:

I study the philosophies, goals, product and/or work that my client produces. I soak up the company culture. Throughout this process I am either working with the President, the Creative Director, the Human Resources Director, or all of the above. While I wear my recruiter hat, I also treat this process like a creative brief. To me, an understanding of both sides is an integral component for any successful creative industry placement.

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THE SEARCH:

Once the clients needs are solidified, I then begin to search for presentable candidates. I pour over resumes and professional summaries. I carefully and meticulously review portfolios. The potential candidates and I talk about their own goals, work, skills, assets, compensation package, availability and more.

THE PRESENTATION:

Once the search is narrowed, I create separate profiles for each candidate and email them to the client, along with any specific details, such as interview availability, possible start date and asking salary.

THE PLACEMENT:

I then work to facilitate all interview scheduling and package negotiations until an offer is presented to the candidate and they accept, at which point I submit an invoice.

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clients

I work with company headquarters that have internal creative departments, such as clothing manufactures, retail corporations, product manufacturers and publishing companies. I also work with advertising agencies, publicity firms and branding firms.

I specialize in the beauty, fashion, action sports, Juniors, Gen Y and Tween industries.

candidates

I place creative and marketing industry professionals with a minimum of five years work experience. Creative Directors, Art Directors, Copywriters, Graphic Designers, Account Executives, Marketing Directors, Publicity Directors, Brand Managers...

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founder

Prior to launching The Keva Dine Agency, San Diego native Keva Dine worked in all facets of the creative industry.

She launched company divisions, magazines, web sites and clothing lines. She directed advertising campaigns, written slogans, named products and produced fashion shows. She worked as an art director, publicity director, designer, creative director, producer, and illustrator. She is also a published author. She knows creative talent because she's got it. She understands the needs of a client because she's been one.

Keva decided to launch her own recruitment firm because she loves searching for creative talent, because she gets inspired by company growth, because she has a genuine passion for the creative process, and because matching just the right candidate with just the right company excites her to no end.

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