

2026

KEVIN CHRISTENSON

Website & Brand Audit

Audit created by: Mish Hughes



KEVIN CHRISTENSON

Brand Kit

Color Groups

Purple symbolizes wisdom, while red symbolizes empowerment and energy. Blue is a favorite among brands of the world and symbolizes trust and wisdom, while white symbolizes clarity. This was the foundation of your color palette development.

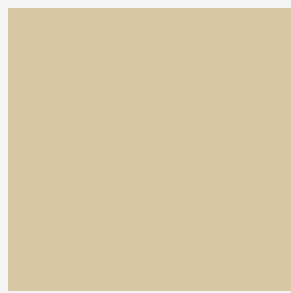
- Burgundy → Emotional storytelling, human connection
- Navy → Strategic thinking, advisory credibility
- Champagne → Cinematic heritage, premium experience
- White → Clarity of message on stage



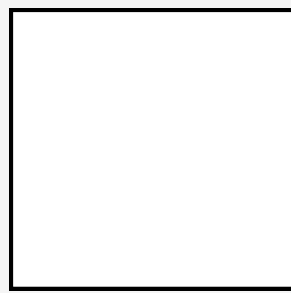
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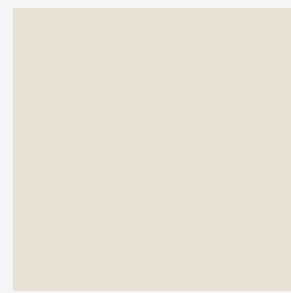
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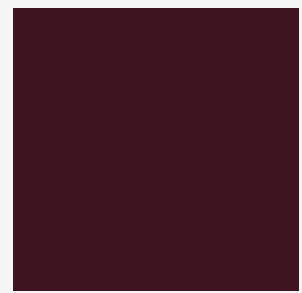
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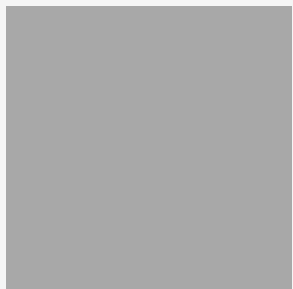
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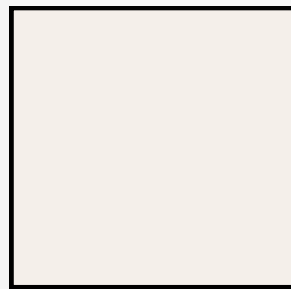
#E9E1D3



#3E1420



#A8A8A8



#F4EFEA

Font Groups

SINCLAIRE

Polarity

Montserrat

Canva Sans

KEVIN CHRISTENSON

Brand Kit

Taglines

“Storytelling for Stage & Screen”

“Storytelling for Impact”

“Keynote Speaker | Storytelling Strategist”

Tone - The Storytelling Strategist

Strategic

Kevin focuses on alignment that leads to the right sort of influence, not general yearn for virality at all costs. He has a diverse background in different professional spaces and has developed his expertise in using storytelling as a tool for transformation and connection.

Credibility & Expertise

Executive advisor teaching leadership about aligning their narrative for industry & social impact.

Challenging perspectives on the power of storytelling and visual media as an engine for translating complex ideas into compelling content that drives action and trust based influence. His knowledge is back by psychology, real industry experience in Hollywood, and ethical leadership ability.

Purpose Driven, Not Guilt Invoking

Kevin discusses mission, ethics, and faith-based leadership in a way that translate to all (diverse) audiences and doesn't sound preachy or exclusive to believers.

Lightning Pitch

Kevin Christenson is a storytelling strategist and keynote speaker who translates his extensive experience in film and media into tools for leadership, influence, and social impact – helping organizations move people from awareness to action.

Brand Logo Options

Option 1



KEVIN CHRISTENSON

Option 2



KEVIN CHRISTENSON

Strategic Storytelling for Impact

Option 3



KC STORYTELLING

Option 4

KEVIN CHRISTENSON

Strategic Storytelling for Impact

Option 5

KEVIN  CHRISTENSON

Strategic Storytelling for Impact

KEVIN CHRISTENSON

Website Audit

First Impressions

Kevin Christenson's current website functions primarily as a producer and writer portfolio, requiring visitors to infer his speaking ability and thought leadership rather than being guided to it directly. While it communicates creative experience and a passion for storytelling, it does not yet reflect his evolving positioning as a speaking and advisory leader at the intersection of storytelling, leadership, and Social Impact Entertainment.

The homepage lacks clear navigation and outcome-driven messaging, creating a user experience barrier that may discourage deeper engagement. As a result, decision-makers may struggle to quickly understand who Kevin serves, the problems he solves, and the organizational impact of his work.

As Kevin reframes his brand, his producer and writer experience can shift from a primary offering to proof of expertise. His new direction positions storytelling not only as a creative discipline but as a strategic tool for leadership, business strategy, cultural influence, and mission-driven impact. With improved site structure, clearer audience pathways, and speaking-focused messaging, the website has strong potential to reposition Kevin as a trusted authority for organizations seeking narrative-driven leadership and meaningful change.

Brand Consistency

Kevin Christenson's visual identity showcases film credibility but positions him more as a film professional than a strategic advisor. Retaining subtle film cues while elevating executive presence will better support his speaking and advisory roles. Greater visual consistency—and a shift from production aesthetics to a more strategic tone—will strengthen recognition, trust, and overall authority.

- Refine visual tone to balance creative credibility with executive thought leadership presence and institutional trust.
- Retain subtle film-inspired elements (e.g., microphone, film motifs) as secondary accents rather than primary identity markers.
- Establish a clear logo system (primary, secondary, icon) to ensure consistent usage across website, social media, and presentations.
- Standardize typography to strengthen recognition and reinforce professionalism
- Refine color palette to include neutral, trust-building tones with a single accent color for warmth and approachability.
- Shift imagery focus from behind-the-scenes production and premiere events to leadership, speaking, and audience engagement moments.
- Ensure consistent headshot, banner design, and visual styling across all social media platforms.
- Align social media bios and platform messaging with website positioning to reinforce brand clarity.
- Use clean layouts and structured design to support an outcome-driven, strategic tone.
- Position film and media experience as proof of expertise rather than the primary service offering.
- Strengthen cross-platform visual continuity to improve recognition and build audience trust.

User Interface (UI)

- Existing visuals emphasize projects rather than Kevin as the central brand, which may dilute recognition of his personal authority.
- Updated headshots and professional photography should position Kevin as the focal point, conveying credibility, approachability, and leadership presence. Introduce a hero image featuring Kevin speaking or engaging with an audience to immediately communicate his role and value.
- Visual storytelling should shift from production environments to moments of engagement, such as speaking, collaboration, and audience interaction.
- Incorporate subtle film-inspired design elements (e.g., line motifs, framing devices) as accents to maintain creative heritage without overpowering leadership positioning.
- Ensure consistent visual styling across website and social platforms to strengthen brand recognition.

User Experience (UX)

- The default landing page lacks clear navigation to additional site pages, which may create confusion and discourage deeper exploration.
- The site structure should prioritize his speaker and advisory brand, with production and writing experience positioned as supporting proof of expertise.
- Recommended primary navigation: Home, About, Speaking, Advisory, Writing & Production, Book Kevin (Contact).
- Social media integration is limited; current links primarily highlight YouTube project samples rather than Kevin's broader thought leadership presence.
- Expanding social CTAs (e.g., LinkedIn, speaking clips, insights) would strengthen engagement and reinforce his authority across platforms.
- Add clear above-the-fold calls to action such as "Book Kevin to Speak" and "Explore Advisory Services" to guide visitor behavior.
- Include a dedicated Speaking page with topics, outcomes, and engagement formats to reduce friction for event planners.
- Ensure mobile navigation is simple and thumb-friendly to support on-the-go decision-makers.
- The production and writing service/experience should be housed together on one website page where they will serve as secondary services and evidence of his expertise..

Conversions & CTA

- Consider simplifying the primary CTA to "Book Kevin" prominently in header to create a more direct and memorable call to action while maintaining clarity across audiences.
- Retain "Explore Advisory Services" as a secondary CTA to support visitors who are earlier in the decision-making process.
- Use consistent CTA language across social media bios and short-form video content to reinforce brand recognition and guide audiences toward booking.
- Ensure CTAs are visually distinct through color contrast and button styling to improve visibility and click-through rates.
- Consider a short inquiry form that captures event type, audience, and goals to streamline the booking process and qualify leads.
- Reinforce CTAs with trust signals (e.g., testimonials, past audiences, media mentions) to increase confidence at the point of conversion.

Content/Messaging

- The website module layout contains strong, well-positioned content that aligns with Kevin’s evolution into a keynote speaker and advisor, emphasizing storytelling as a tool for influence and impact.
- The current “About” section and Speaking & Advisory introductions do not fully communicate that Kevin’s presentations function as transformational teaching tools that equip audiences and organizations to apply storytelling principles independently. Messaging may unintentionally suggest that sustained advisory engagement is required to realize value, rather than highlighting the immediate impact of keynote presentations and workshops.
- The production and writing page currently reads as a résumé or portfolio rather than an impact-focused showcase. Reframing this section as an impact reel – highlighting quantitative or measurable outcomes, recognizable brands, and industry reach – would better communicate authority and real-world influence.
- Emphasize immediate audience takeaways (e.g., frameworks, mindset shifts, communication strategies) to reinforce the value of single engagements. Use outcome-driven language such as improved trust, alignment, donor engagement, or audience connection.

Credibility & Trust Signals

- The website currently lacks prominent, visually distinctive social proof that immediately communicates credibility and impact. Incorporating concise, compelling testimonials on the homepage, Speaking & Advisory pages, and booking page would strengthen trust at key decision points.
- Testimonials should be designed to be visually engaging and easy to scan, highlighting outcomes and transformation rather than generic praise.
- Include testimonials from recognizable organizations, leaders, or institutions with client logos to increase perceived authority.
- Highlight measurable outcomes (e.g., audience engagement, organizational alignment, donor growth) to demonstrate tangible impact.
- Incorporate media mentions, press features, or notable collaborations to strengthen credibility.
- Repurposing testimonial content for social media posts can reinforce credibility, authority, and thought leadership across platforms.
- A sample format for social proof repurposing is included in the Social Media Audit section for reference.

SEO/Discoverability Notes

- Clarify and consistently use positioning keywords such as “keynote speaker,” “strategic storytelling,” “leadership communication,” and “Social Impact Entertainment” across page titles, headings, and website copy to improve search visibility and ensure alignment with how decision-makers search for speaking and advisory services.

Page Structures

HOME

- Header/Navigation
 - Logo (primary mark)
 - Navigation: Home | About | Speaking | Advisory | Writing & Production | Book Kevin
- Hero Section
 - Hero image/video: Kevin speaking or engaging an audience
 - Headline: Strategic storytelling & leadership impact
 - Book Kevin to Speak CTA Button
 - Explore Advisory Services CTA Button
- Audiences & Engagement Formats
 - Bulleted list of engagement formats: Keynotes, Workshops, Advisory sessions, Panels & fireside chats
 - Bulleted list of audience groups including: Corporate leaders, Nonprofits & social impact orgs, Educators & universities, Faith-based leaders, Creatives & media professionals
 - Bulleted highlights of outcomes for clients and audiences including: Align mission & message, Build trust & influence, Translate complex ideas into action, Prevent mission drift, Strengthen audience connection
- Social Proof & Credibility
 - Testimonials or Reviews (short, outcome-focused)
 - Client logos / recognizable organizations
 - Media mentions or podcast features
 - Optional: short speaking clip
 - CTA: View Speaking Topics | Explore Advisory
- Film & Media Experience (Proof of Expertise)
 - Short section framing production/writing work as: Media & Industry Insight; Audience psychology expertise; Narrative strategy experience
- Final Call to Action
 - Headline: Ready to amplify your message and impact?
 - Book Kevin to Speak Button
 - Schedule an Advisory Call Button
- Footer
 - Navigation links
 - Contact info
 - Social media icons
 - Logo/Tagline

ABOUT

- Page Header/Intro
 - Headline: About Kevin Christenson
 - Subheadline: Strategic storyteller, keynote speaker, and advisor
 - Professional headshot
- Positioning Statement
 - Brief paragraph summarizing: Intersection of storytelling, leadership, and social impact; Use of narrative as a strategic tool for influence; Cross-sector relevance
- Professional Journey
 - From film & media → leadership & advisory
 - Key experiences that shaped his perspective
 - Why storytelling became his strategic focus
- What Sets Kevin Apart
 - Insider media experience
 - Understanding of audience psychology
 - Cross-sector work (corporate, nonprofit, faith-based, education)
 - Ethical, purpose-driven leadership approach
- Call to Action
 - “Book Kevin to Speak “ and “Schedule an Advisory Call” Buttons

SPEAKER

- Page Header/Hero
 - Headline: Keynote Speaking That Moves Audiences to Action
 - Subheadline: Strategic storytelling for leadership, culture, and impact
 - Image/video: Kevin speaking
 - CTA Button: Book Kevin to Speak
- Speaking Outcomes
 - What audiences gain list i.e., Clear frameworks for communication & influence, Stronger trust and alignment etc..
- Speaking Topics
 - Grouped themes of a few select examples
 - Link to downloadable list of Kevin’s full speaking topics list
- Who Kevin Speaks To
- Corporate leaders; Nonprofits & social impact organizations; Educators & universities; Faith-based leaders; Creative professionals
- Engagement Formats
 - Keynotes, Workshops, Panels & fireside chats
- Social Proof
 - Testimonials (short, outcome-focused) with logos of Notable Organizations
 - Audience reactions or clips
- Final CTA
 - Book/Contact Kevin
 - Download speaker info button

ADVISORY

- Page Header / Hero
 - Headline: Strategic Storytelling for Organizational Impact
 - Subheadline: Helping leaders align message, mission, and influence
 - Image: Kevin in collaborative or consulting setting
 - CTA Button: Schedule an Advisory Call
- What Advisory Provides
 - Strategic narrative alignment
 - Communication frameworks for leaders
 - Audience engagement & trust-building
 - Mission clarity and message cohesion
- Who Advisory Is For
 - Corporate leadership teams; Nonprofits & foundations; Faith-based organizations; Educational institutions; Media & creative teams
- Advisory Focus Areas
 - Narrative strategy & messaging; Leadership communication; Cultural influence & audience engagement; Purpose-driven brand alignment
- Engagement Formats
 - Executive advising; Team workshops; Strategy sessions; Long-term advisory partnerships
- Credibility & Proof
 - Case examples or outcomes
 - Testimonials
 - Notable collaborations with logos
- Final CTA
 - Schedule an Advisory Call
 - Contact for consulting inquiries

PRODUCTION & WRITING

- Page Header
 - Headline: Production & Writing Experience
 - Subheadline: Storytelling expertise shaped by real-world media and cultural impact
- Selected Projects / Highlights
 - Key productions, scripts, or collaborations
 - Recognizable networks, festivals, or partners
 - Brief context (role + impact)
- Strategic Value of Film & Media Experience
 - Understanding audience psychology
 - Crafting narratives that move people to action
 - Bridging creative vision with real-world impact
 - Translating complex ideas into compelling stories
- Impact & Reach
 - Audience size or distribution reach metrics (if available)
 - Cultural or social impact facts
 - Partnerships or major notable collaborations
- Media & Press Mentions Reel or banner
 - Interviews, features, or coverage
- How This Experience Informs Kevin's Speaking & Advising
 - Storytelling as a leadership tool; Narrative strategy for organizations; Cultural influence & audience connection
- CTA (Soft)
 - Explore Speaking Services
 - Explore Advisory Services

BOOK WITH KEVIN

- Page Header
 - Headline: Book Kevin
 - Tagline: Storytelling that moves people. Leadership that creates impact.
- Contact Form
 - Short supporting line: Reach out for booking availability, events, and speaking inquiries. Kevin is ready to help your team strengthen storytelling for greater impact.
 - Simple fields such as Name, Organization, Email, Event type etc.,
- Direct Contact Information
 - Email address
 - Booking contact (Christalee)
- Social Media Links
 - LinkedIn (primary); Facebook; Instagram; YouTube
- Footer with navigation links

Examples & Inspirational Case Studies

Brand	Chris Heemskerk
Website	https://www.chrisheemskerk.com/
Strengths & Weaknesses	This site has clear positioning and strong results focused messaging that communicates value and his strategic philosophy clearly. However, the structure can feel overly technical and less emotionally engaging. The dense content leads to a lot of scrolling on the home page.

Brand	Velera Wilson
Website	https://www.velerawilson.com/
Strengths & Weaknesses	Strong personal brand that connects on an individual level and very recognizable social proof but the homepage leans heavily into speaking and author sides of the brand while site pages emphasize speaking and training. All 3 services should be communicated throughout if they are equal components of the brand.

Brand	John Rossman
Website	https://johnrossman.com/
Strengths & Weaknesses	Exceptional credibility and authority signals tied to enterprise-level experience and measurable impact but, the content density can feel overwhelming.

Mockups/Creative Direction

Home/Hero page



The hero page features a dark blue background with a photograph of Kevin Christenson speaking into a microphone. The navigation bar at the top includes a logo with a microphone icon and the name 'KEVIN CHRISTENSON', followed by links for 'Home', 'About', 'Speaking', 'Advisory', and 'Writing & Production'. A prominent red button labeled 'Book Kevin' is positioned on the right side of the navigation bar.

Strategic Storytelling That Moves Leaders to Action

Helping organizations align mission, build trust, and turn ideas into impact through the power of narrative.

[Book Kevin to Speak](#) [Explore Advisory Services](#)

10+ Years of Strategic Storytelling Development with Major Industry Movers

HOPE STUDIOS **Disney** Media & Entertainment Distribution **TRILLER**

Who Kevin Works With	Engagement Formats	What Audiences Gain
<ul style="list-style-type: none">• Corporate leaders• Nonprofits & social impact	<ul style="list-style-type: none">• Keynotes• Workshops	<ul style="list-style-type: none">• Align mission & message• Build trust & Influence

Social Proof Reel/Banner



“Kevin's incredible skill for connecting with audiences and customers through telling the compelling story of a company's mission is transformational.”



Disney
Media & Entertainment
Distribution



“Working with Kevin has completely changed the way we connect with our audiences and customers. It's revolutionized the strategy behind our company media.”



TRILLER

Mockups/Creative Direction

Speaker Page



KEVIN CHRISTENSON

[Home](#)

[About](#)

[Speaking](#)

[Advisory](#)

[Writing & Production](#)

Keynote Speaking That Moves Audiences to Action

Strategic storytelling for leadership, culture, and impact

[Book Kevin to Speak](#)

“ Kevin has a rare gift for captivating an audience while making complex ideas practical, actionable, and inspiring. ”

—John D., HR Executive,
Fortune 500 Company



View Recent Keynotes



The Business of Creativity



Tellable vs. Sellable



Trust Is the New Currency

Who Kevin Speaks To



Corporate Leaders



Nonprofits & Social Impact



Faith-Based Leaders

Engagement Formats · Keynotes · Workshops · Panels & Fireside Chats

Ready to inspire your audience?

[Book Kevin to Speak](#)

[Download Speaker Info](#)

KEVIN CHRISTENSON

Social Media

First Impressions

- Current social media bios could be refined to better reflect Kevin's rebrand and the full scope of his work. A title such as "Strategic Storyteller" can cohesively encompass his roles in speaking, advisory, producing, and writing.
- About/Intro sections present an opportunity to highlight how Kevin has translated his film industry experience into insights that equip others to communicate more effectively and lead with impact.
- A short-form video reintroduction outlining Kevin's journey and new focus can help reestablish his brand, reach new audiences, and serve as cornerstone content for his speaking and advisory positioning.
- Instagram and Facebook currently reflect a blend of personal milestones and film production work, which may dilute clarity around his thought leadership and keynote speaking focus.
- Existing podcast clips are a strong asset; however, diversifying content will help more clearly position Kevin as a storytelling expert, instructor, and industry authority.
- Incorporating social proof and educational content on storytelling can reinforce credibility and support his repositioning as a strategic advisor and speaker.
- Consistent use of positioning language across platforms will reduce confusion and strengthen brand recognition.
- Content should balance personal authenticity with professional authority to maintain relatability while reinforcing expertise.
- Short, insight-driven posts and speaking clips can demonstrate Kevin's communication style and increase booking confidence.

Authority Signals

- Podcast appearances and media content signal credibility and show Kevin's industry experience and thought leadership potential.
- Film and production work demonstrate expertise but could better highlight impact, partnerships, and relevance beyond the entertainment industry.
- The limited visibility of testimonials, recognizable organizations, or speaking engagements presents an opportunity to strengthen trust and validate his expertise.

KEVIN CHRISTENSON

Social Media

Brand Compliance & Profile Optimization (names)

- Social media handles, profile photos, and bios form the first impression for new audiences and should be consistent across platforms to strengthen brand recognition. Use the same tagline or positioning phrase across bios to reinforce brand clarity.
- Profile names should clearly introduce Kevin's expertise, character, and mission while remaining easy to search and identify.
- Consistent use of Kevin Christenson on LinkedIn and Facebook supports professional credibility and searchability.
- A handle such as @kevincspeaks (available on Instagram and TikTok) offers strong brand recognition and clearly communicates his speaking focus.
- Profile photos should remain consistent across platforms to reinforce familiarity and trust. As Kevin repositions his brand, a professional headshot with a solid background or speaking photo will better reflect his role than red-carpet or premiere imagery.
- Platform Priorities
 - LinkedIn should be prioritized as the primary platform for thought leadership and industry visibility.
 - Instagram, TikTok, YouTube Shorts, and Facebook can support audience growth through repurposed video content and broader reach.

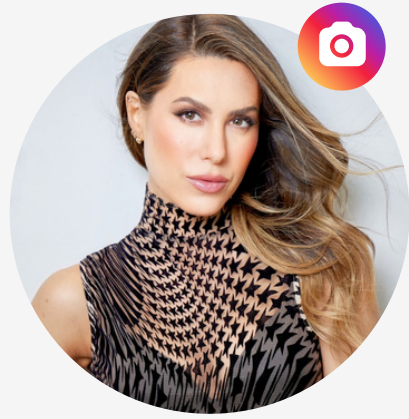
Key Strategy Recommendations

- Refine bios and headlines across platforms to reflect Kevin's rebrand, using clear positioning such as Keynote Speaker | Strategic Storyteller | Advisor.
- Standardize profile names, photos, and tagline language to strengthen brand recognition and searchability.
- Publish a short-form reintroduction video announcing Kevin's speaking and advisory focus to reset audience expectations and anchor future content.
- Prioritize LinkedIn for thought leadership while using Instagram, Facebook, and short-form video platforms to expand reach and reinforce brand visibility.
- Shift content balance toward speaking clips, insights, and educational storytelling content to position Kevin as a trusted authority.
- Incorporate testimonials, recognizable organizations, and measurable outcomes into posts to strengthen credibility and booking confidence.
- Reframe film and production work as proof of expertise by highlighting impact, partnerships, and cultural influence.

Example Accounts



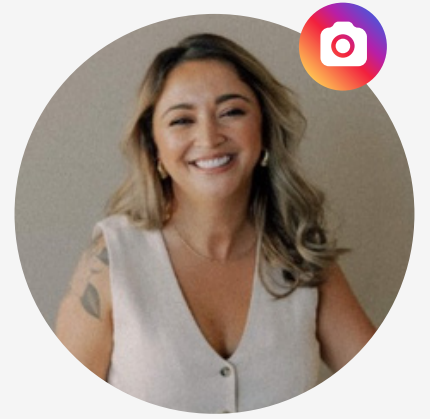
@jayschetty



@jen_gottlieb



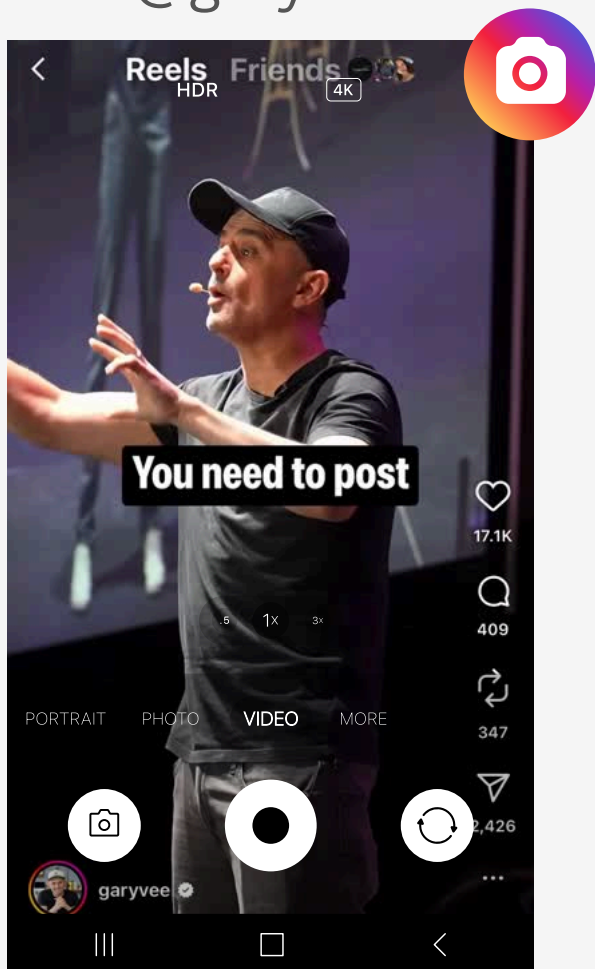
@marcusyrosier



@tinnalohaizaofficial

Content Examples

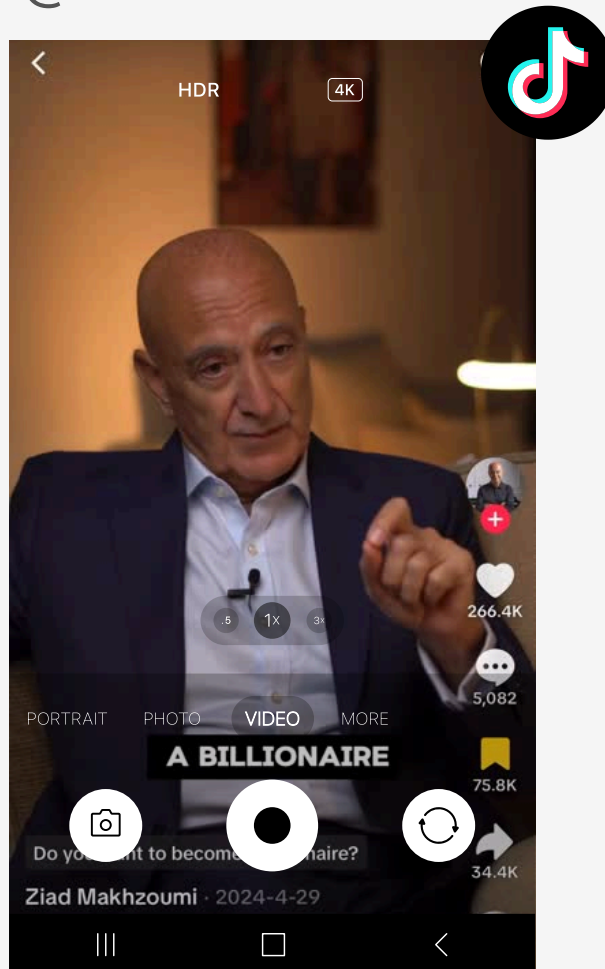
@garyvee



584k views,
17.1k likes

Strengths: Diverse Angles, Audience Interaction, Engaging

@ziad.makhzoumi



4.4M views,
266k likes

Strengths: Strong one liners to anchor the point, Eye contact and strong body language

@omgadrian



556k views,
47.5k likes

Strengths: Color Changes, Bold Text, Visually Engaging Demonstrations