

KEVIN SCOTT BARTH

DIGITAL CREATIVE

www.thebloccreative.com

Experienced digital creative with over 10 years of expertise in brand development, digital marketing, and e-commerce strategy. Proficient in e-commerce development and management, as well as video production and photography. Over the course of six years managing and growing a successful e-commerce soft goods company, I have gained extensive hands-on experience in navigating and optimizing the digital landscape.

PROFICIENT IN THE FOLLOWING CREATIVE FIELDS:

- Shopify Design & Management
- Facebook & Instagram Marketing
- Google Ads & SEO
- Videography & Video Editing
- Photography & Photo Editing

PROFICIENT IN THE FOLLOWING APPLICATIONS:

- Shopify
- Facebook Ads Manager
- Google Analytics & Ads Manager
- Klaviyo (Email Marketing)
- Adobe Creative Suite
- Final Cut Pro

CONTACT INFORMATION

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760-271-9285
kevin@thebloccreative.com

EDUCATION

B.A. DIGITAL ART

University of Oregon

- Maintained an academic scholarship all 4 years while obtaining a double major.

EMPLOYMENT HISTORY

THE BLOC CREATIVE (www.thebloccreative.com)

Founder (2019 - Present)

The Bloc Creative focuses on developing creative & actionable content to increase e-commerce growth. My industry knowledge has led me to work with the following companies:

THE VAN MART (www.thevanmart.com)

- Re-designed and created their new E-commerce store.
- Increased e-commerce sales 800% through proven practices.
- Responsible for overall look and direction of online brand.
- Shot lifestyle photos for social, web & print.
- Filmed & edited videos for social, web & ad creation.
- Managed all Google, Facebook & Pinterest Ads.
- Designed and implemented an email marketing strategy to increase customer retention, sales & customer acquisition.

VANSPEED (www.vanspeedshop.com)

- Re-designed a new website in partnership with the creative director.
- Shot lifestyle photos for social, web & print.
- Filmed & edited videos for social, web & ad creation.
- Managed all Google, Facebook & Pinterest Ads.
- Managed and optimized their email marketing strategy.

RINSEKIT (www.rinsekit.com)

- Responsible for overall look and direction of online brand.
- Shot all product & lifestyle photos for social, web & print.
- Filmed & edited all videos for social, web & ad creation.
- Responsible for all digital assets for new product launches.
- Designed email marketing campaigns optimized to increase CTR.
- Responsible for packaging design & marketing collateral.

RONIN FACTORY (www.roninfactory.com)

- Filmed and edited videos for social media and website use.
- Responsible for delivering videos that had a \$1 million dollar ad budget for 45 day marketing campaigns.
- Delivered creative output with a focus to quality and brand consistency and style guidelines.
- Content produced & delivered has gathered over 5 million impressions via social channels.

ARTICULATE (www.instagram.com/articulate_)

Founder (2013 - 2019)

- Founded & ran an e-commerce wallet company for 6 years.
- Launched 5 KICKSTARTERS all surpassing their funding goal.
- Responsible for web design, creative content and ad management.
- Responsible for all creative assets.
- Brought to market 10 products in the wallet/soft goods.