

KEVIN SCOTT BARTH

DIGITAL CREATIVE

www.thebloccreative.com



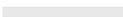
Dependable digital creative with 8+ years of experience. Skilled in e-commerce design, content marketing & photo/film. Launching and running an e-commerce company for 6 years has allowed me to accrue a vast amount of experience in the digital landscape.

PROFICIENT IN THE FOLLOWING:



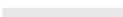
- Photoshop
- Lightroom
- Adobe Raw
- Final Cut Pro
- Mailchimp
- Dropbox
- Facebook/Instagram Marketing
- Shopify Design & User Experience

CONTACT INFORMATION



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EDUCATION



B.A. DIGITAL ART

University of Oregon

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

EMPLOYMENT HISTORY



DIGITAL CREATIVE CONTRACTOR

The Bloc Creative (2019 - Present)

www.thebloccreative.com

- Created fully-produced marketing videos that had a \$1 million dollar ad spend budget.
- Designed Shopify websites for UX and Desktop.
- Managed aspects of photo/video shoots from budgets, scheduling, casting, location, and creative outputs.
- Followed company style guides to create content banks (dropbox) for digital channels including e-commerce, social media and email marketing.

DIGITAL DESIGNER & CREATIVE DIRECTOR

RinseKit (2021 - 2022)

www.rinsekit.com

- Filmed & edited all videos for social, web & ad creation.
- Shot all lifestyle photos for social, web & print.
- Responsible for all digital assets for new product launches.
- Designed email marketing campaigns optimized to increase CTR.
- Responsible for packaging design & marketing collateral.
- Assisted in constant web design updates to optimize users experience while keeping up with emerging trends.
- Designed graphics for web to increase customer engagement & understanding of the products we offered.
- Directed and shot off-site video/photo campaigns in multiple locations while managing talent.

CEO & CREATIVE DIRECTOR

Articulate Lifestyle (2013 - 2019)

www.articulatelifestyle.com

- Founded & ran an e-commerce/lifestyle company for 6 years.
- Launched 5 KICKSTARTERS, all surpassing their funding goal.
- Brought to market 10 products in the wallet/soft goods market to thousands of customers in 7+ countries.
- Responsible for web design, creative content and ad creation/management.
- Maintained a CPA's (cost per acquisition) in line with marketing budgets to help fuel growth of online sales/brand.
- A/B tested creative assets to increase/improve online conversions.