

KEVIN SCOTT BARTH

E-Commerce Specialist & Digital Marketer

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SUMMARY

Experienced e-commerce specialist with 10 years of expertise in digital marketing, e-commerce design/ management, SEO, email marketing & content production. With six years of hands-on experience managing and growing a successful e-commerce soft goods company, I have developed a deep understanding of the digital landscape and how to drive business growth through strategic online initiatives.

SKILLS

- Shopify Design & Management
- Facebook & Instagram Marketing
- Graphic Design
- Email Marketing & SEO
- Google Analytics & Ad Management
- Content Production

PROFESSIONAL EXPERIENCE

Freelance & Contract E-Commerce Specialist, The Bloc Creative

2019-2025

Managed e-commerce operations, optimized Shopify stores and implemented marketing strategies for various clients. Below is a snapshot of the responsibilities I've managed & the successes I've achieved as an e-commerce specialist:

Director of E-Commerce, The Van Mart (remote/hybrid role)

- Redesigned and developed a Shopify store, increasing online sales by 800%.
- Managed e-commerce operations, optimizing product listings and site maintenance to drive sales.
- Uploaded and maintained a 100-SKU product catalog, ensuring accuracy and updates.
- Collaborated on product launches and updates to improve visibility and streamline operations.
- Created and optimized marketing assets for product pages, collections, and homepage to boost engagement.
- Developed and executed an email strategy, achieving 10X ROI in retention, sales, and acquisition.
- Managed Google, Facebook, and Pinterest Ads campaigns, delivering a 4X return on ad spend.

E-Commerce Manager, Vanspeed (remote/hybrid role)

- Collaborated with the creative director to redesign the website, enhancing user experience and design.
- Managed website operations, including maintenance, content updates, and performance optimization.
- Filmed and edited videos for social media, website, and ads, increasing engagement and brand visibility.
- Managed and optimized Google, Facebook, and Pinterest ads to drive traffic and maximize ROI.
- Led the development and optimization of email marketing, boosting customer engagement and conversions.

Content Manager & Producer, Rinsekit

- Responsible for overall look and direction of online brand.
- Assisted in e-commerce design and management
- Shot & edited all product & 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.

Videographer & Editor, Ronin Factory (remote/hybrid role)

- 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.

Founder & CEO, Articulate Lifestyle

2013-2019

- Founded & ran an e-commerce wallet company for 6 years. (IG handle @articulate_ to view work)
- Launched 5 Crowdfunding campaigns all surpassing their funding goal.
- Brought to market 10 products in the wallet/soft goods space.
- Designed & managed all Shopify e-commerce web operations from site design, web maintenance to product listings.
- Responsible for marketing and creative assets & delivery.

EDUCATION

Bachelor of Arts, Digital Art

2009-2013

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