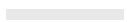


KEVIN SCOTT BARTH

DIGITAL CREATIVE

www.thebloccreative.com



Dependable digital creative with 8+ years of experience. Skilled in film production, photography, content marketing & branding. Launching and running an e-commerce company for 6 years allowed me to accrue a vast amount of experience in the digital landscape, My experience and creative passion has allowed me to work with several lifestyle companies.

PROFICIENT IN THE FOLLOWING:



- Final Cut Pro
- Social Media
- Film production
- Photoshop
- Lightroom
- Adobe Creative Suite
- Mailchimp
- Dropbox
- Facebook/Instagram Marketing
- Shopify Design & User Experience

CONTACT INFORMATION



@kevinslenz
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



FILMMAKER, PHOTOGRAPHER & DESIGNER

The Bloc Creative (2019 - Present)

www.thebloccreative.com

- Shot product & lifestyle photos for social & web use.
- Created marketing videos w/ a \$1 million dollar ad spend budget.
- Produced, filmed and edited lifestyle brand videos.
- 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.

FILMMAKER, PHOTOGRAPHER & CREATIVE DIRECTOR

RinseKit (2021 - 2022)

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.
- Assisted in constant web design updates to optimize users experience while keeping up with emerging trends.
- Desinged 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.
- Responsible for all video/photo assets.
- Responsible for all social media posting and growth.
- 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.