

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
- Adobe Premier Pro
- Dropbox
- Facebook/Instagram Marketing
- Shopify Design & User Experience

CONTACT INFORMATION

@kevinslenz
760-271-9285
kevin@thebloccreative.com
130 4th St. Encinitas, CA 92024

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.

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.

CONTRACT WORK HIGHLIGHTS:

RONIN FACTORY LLC.

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 a 45 day marketing campaign.
- Formatted digital content for appropriate applications.
- Responsible for email marketing videos to increase customer loyalty/engagement.
- Delivered creative output with a focus to quality and brand consistency and style guidelines.
- Content produced and delivered has gathered over 5 million impressions via social channels.

RECOMMENDATION FROM RONIN FACTORY:

"Working with Kevin the last year has been a great experience! He is also a ton of fun to be around and he makes the creative experience more enjoyable. Last year Kevin helped us with a marketing campaign that ended being our most successful campaign to date. We attribute a lot of the success to his work." JOSH MORGAN

BAIR CHAIRS

www.bair.co

- Designed Shopify website, with a focus on UX user experience.
- Delivered final edited photo/video assets for all marketing uses.
- Responsible for all product/lifestyle photography.
- Created short films/creative assets for Facebook & Instagram ads.
- Organized offsite shoots with influencers and models.