

KEVIN PRIDGEN

Creative Director

FULL PORTFOLIO AVAILABLE @ KTOTHEP.COM

KEVINMPRIDGEN@GMAIL.COM

804.229.1487

RICHMOND, VA

DIGITAL CONTENT PRODUCTION SPECIALIST

July '22 – October '23

January '18 – July '22

JUNIOR ART DIRECTOR

July '16 – January '18

VIDEO PRODUCER

June '15 – January '16

PRODUCTION ARTIST

May '15 – January '16

MARKETING INTERN

July '14 – December '14

HAMILTON BEACH BRANDS

Provided the commercial marketing department with graphic and multimedia assets for a plethora of marketing efforts. Effectively served as the department's art director. Established and upheld brand standards stretching across marketing tools used by marketing managers, product managers, sales teams, corporate partners, and more.

FREELANCE

A full service agency jam-packed into one person. Developed creative communication solutions across every platform. From print to digital, projects scale from creative director for a small non-profit to being the director of photography for real estate social content. Delivering anything from branding and identity packages to video motion graphics.

Clients: Senior Connections, Richmond First Club, Michael Jackson for Treasurer (local), Debra Gardner for the board of supervisors (local), HHHunt Communities, OnCue, FEED23112, Red Orange Studio, Hamilton Beach Brands, ServiceMonster, ArborGold, Fieldster, KBS, Chesapeake Bank, M & M's

FIVE19 CREATIVE

Utilized skill-set as both a graphic designer and multimedia producer for a wide array of clients. Worked on: print stationery, logos, videos, photography, digital marketing, social media marketing, and more. Involved in projects from start to finish, from the Adobe Suite to the vendor that would produce the final piece. Managed individual projects and had a major role in client communications.

Clients: Allen and Allen, Brandermill Woods, Bethesda Senior Living Communities, Encore Dance Studio, Runway 2 Life, LeadingAge, Alicia's Salon, and more

HAMILTON BEACH BRANDS

Worked in the commercial marketing department providing video support for product managers and digital strategists. Storyboarded, scripted, filmed, and edited several series of videos including: product demos, technical service (how to's), sales rep training, product launch content and social media content.

RED ORANGE STUDIO

Worked with a small creative team on everything from print to digital. Projects included (but not limited to) logo design, long form print design, branded stationery packages, and graphic support for websites. Began working as an intern while still in school.

Clients: Richmond Weddings Magazine, HealthSavings Administrators, Sentara Healthcare, Optima Healthcare, Distinctive Art Source, Hilldrup and more

CLEARON CORPORATION

Produced marketing materials for an EPA registered product launch initiative, including product shots, sales sheet design, logo redesign, and label design.

PLATFORMS

- ▶ Photoshop, InDesign, Illustrator, Premiere, Lightroom, Muse, Logic Pro // DAWs (sound), Mailchimp, Hootsuite, Campaign Monitor, Act-on, Web CMS, Squarespace, Basecamp, Creatopy, Adshuttle, Sendmyad, Microsoft Office Suite

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY '15

Richmond, Virginia - Robertson School of Media and Culture
Bachelors of Science in Mass Communications, Creative Advertising