



KEVIN PRIDGEN

Creative Director

RESUME

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804.229.1487

Richmond, VA

Full Portfolio Available @ KEVINPRIDGEN.COM



PRESENT

Started January '18

CREATIVE DIRECTOR (FREELANCE)

A full service agency jam-packed into once person.

Develops start to finish multidisciplinary creative marketing and communication solutions. Projects scale from creative director for small non-profits to being the director of photography for real estate social content. Delivering everything from branding and identity packages, to one-off graphics, to even 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, Sentara Healthcare, M & M's, C&F Mortgage

DIGITAL CONTENT PRODUCTION SPECIALIST

July '22 – October '23

HAMILTON BEACH BRANDS

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

JUNIOR ART DIRECTOR

July '16 – January '18

FIVE19 CREATIVE

Executed end-to-end creative for diverse clients, delivering high-impact print, video, and digital marketing assets. Managed the full project lifecycle—from Adobe Suite design to vendor production—while serving as a contact point for client communications.

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

VIDEO PRODUCER

June '15 – January '16

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.

PRODUCTION ARTIST

May '15 – January '16

RED ORANGE STUDIO

Supported a small creative team on print to digital projects which 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

PLATFORMS

▶ Photoshop, inDesign, illustrator, Premiere, Lightroom, Muse, Logic Pro // DAW's (sound), Mailchimp, Hootsuite, Campaign Monitor, Act-on, Web CMS, Squarespace, Basecamp, Creatopy, Adshuttle, Sendmyad, Microsoft Office Suite, Smartling

EDUCATION

▶ VIRGINIA COMMONWEALTH UNIVERSITY '15

Richmond, Virginia - Robertson School of Media and Culture

Bachelors of Science in Mass Communications, Creative Advertising