

KEITH BARILLE

— • DIGITAL MULTIMEDIA SPECIALIST

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PROFILE

Digital marketing leader and multidisciplinary creative — web designer, front-end developer, performance marketer, and videographer — with 10+ years driving growth across email, paid, SEO, and web. Known for rigorous A/B testing, budget efficiency, and analytics fluency (Google Ads/Analytics, Meta), delivering higher conversion, engagement, and ROI across B2C/B2B brands.

EDUCATION

HAWAII PACIFIC UNIVERSITY

Honolulu, Hawai'i

2005 - 2009

- Bachelor of Multimedia
- Minor in Marketing

SKILLS

- **Channels:** SEO/SEM, Paid Social, Email/SMS, Content/Video, CRO/A/B Testing
- **Web & Code:** WordPress, Shopify; HTML, CSS, JavaScript, PHP, AI-assistants (ChatGPT, Gemini, Grok)
- **Analytics & Ops:** Google Analytics (GA4), Search Console, Tag Manager, TikTok Ads; HubSpot; Hootsuite
- **Creative:** Adobe Premiere, After Effects, Photoshop, Illustrator, Figma, Canva

RECOGNITION

- National Youth Leadership Forum of Technology (2004)
- LV Metro Chamber of Commerce Customer Service Excellence Award Winner (2014)

LANGUAGES

- English (Fluent)
- Spanish (Basic)

WORK EXPERIENCE

JNS Brands

OCTOBER 2021 - OCTOBER 2024

Digital Marketing Manager

- Grew email open rate from 30% to 36.6% and CTR by +15% via segmentation, creative testing, and send-time optimization; maintained <0.5% complaint rate using Klaviyo.
- Increased blog traffic by over 60%, optimizing content by analyzing Google Search Console insights to promote relevant and timely content for the demographic.
- Enhanced digital campaigns across social, email, and web using rigorous A/B testing to improve performance.

Artesian Spas

SEPTEMBER 2016 - OCTOBER 2021

Digital Marketing Specialist

- Improved campaign efficiency and turnaround by 15% via strong agency and vendor partnerships.
- Maintained brand consistency across websites, email, and social, driving a 25% lift in audience recognition.
- Orchestrated cross-channel A/B testing initiatives, driving an 18% lift in email open rates and 22% growth in social engagement, resulting in measurable lead conversion gains.
- Managed spa expo exhibits (design, logistics, execution) in New Orleans & Las Vegas; oversaw "magic mirror" construction and display to maximize brand visibility and lead generation.

One Nevada Credit Union

JUNE 2013 - SEPTEMBER 2016

Web Developer

- Produced high-conversion multimedia assets for Google Ads and Meta Ads, optimized landing pages, and designed print collateral to generate targeted leads and enhance brand presence.
- Directed website development, maintenance, and updates, resulting in a 30%+ increase in web traffic through targeted regional design (Southern/Northern Nevada).
- Designed and scheduled targeted email newsletters.
- Company-wide recognition for marketing excellence with an all-expenses-paid trip to Hawai'i.