

Keith Buenaventura

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PROFESSIONAL EXPERIENCE

GUTHY-RENKER | DTC Beauty & Wellness

El Segundo, California

Creative Lead for Kind Science (Startup Environment)

May 2022 - Present

- Executed end-to-end creative strategy for DTC campaigns across Facebook, Instagram, TikTok, YouTube, Amazon, TV (OTT), Shopify, email, and SMS channels, driving customer acquisition and revenue growth.
- Achieved revenue growth of 2x (2023), 3x (2024), and 4x (2025) through creative optimization, delivering record campaign statistics including \$400K+ weekly ad spend, 31% LTV, and 70% reduction in cost per order.
- Produced flagship campaign featuring Ellen DeGeneres and Portia de Rossi (9M+ impressions) with 40+ creative variations that sustained high performance for 10+ consecutive weeks.
- Led in-house production from DTC briefs and content approval through final delivery, partnering with media buyers, e-commerce teams (Shopify, email/SMS), brand development, and executive leadership.
- Leveraged AI tools (ChatGPT, Adobe Firefly, ElevenLabs, Gemini) and Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) to produce 300+ additional ad creatives annually for Facebook Ad Manager, enabling continuous testing and performance optimization at scale.

RUBY RIBBON (True Embrace) | Women's Shapewear & Intimates

Woodland Hills, California

Lead Digital Designer and Content Creator

January 2022 - May 2022

- Led end-to-end creative production and visual direction from concept to polished execution across digital, broadcast, and e-commerce channels, managing on-set BTS content capture, lighting, videography, sound, and talent direction while collaborating seamlessly with Creative Director, Producer, Brand Marketer, and cross-functional teams.
- Designed beautiful, conversion-focused UI/UX systems using Adobe XD and Figma, creating compelling landing pages, product detail pages with clear technical features for Amazon/DTC platforms, and redesigning intuitive fit/sizing tools and loyalty programs that elevated customer experience for performance apparel.
- Developed emotionally resonant visual storytelling for broadcast and digital campaigns, including impactful creatives for ABC Network's The View, email, social media, and digital advertising—translating brand strategy into distinctive narratives that strengthened engagement and brand awareness.

JAFRA COSMETICS INTERNATIONAL | Beauty & Fragrance

Thousand Oaks, California

Motion Graphics Designer and Content Creator

April 2018 - January 2022

- Spearheaded digital transformation for US and Mexico markets (2019-2022), creating scalable Digital Asset Packages across 18+ territories in multiple formats and languages for skincare, fragrance, cosmetics, toiletries, and baby products—supporting \$370M+ annual revenue and 400,000+ independent consultants.
- Recruited and trained design team, establishing digital asset management system (Canto) that scaled production of platform-optimized content (banners, social creatives, GIFs, video) for Facebook, Instagram, and 18+ global markets while maintaining regional compliance for skincare, fragrance, and personal care products.
- Directed in-house studio productions for video and photoshoots, pitching storyboards and moodboards, writing scripts, managing shot lists, lighting, videography, sound, and talent direction—ensuring visual quality while reducing vendor costs and accelerating timelines before and during the COVID pandemic.

DRIVEN USA | Motorcycle Performance

Packaging & Web Designer, Illustrator and Editor

Chatsworth, California

December 2017 - March 2018

- Owned end-to-end creative operations for premium motorcycle aftermarket parts brand, delivering product photography, e-commerce design, packaging, installation guides, and digital marketing assets for machined aerospace-grade aluminum components across hand controls, foot controls, chassis, and drive systems.
- Led in-house product photography and technical documentation, conducting studio photoshoots to capture precision-engineered motorcycle parts for e-commerce and social media while designing graphic installation guides that translated complex engineering specifications into clear visual assets for enthusiast and racer audiences.
- Managed multi-channel product launches for new releases, creating catalogs, website updates, email campaigns (MailChimp), and social media content (Hootsuite) while coordinating projects through Basecamp to ensure seamless go-to-market execution across dealer networks and DTC channels.

EDUCATION & CERTIFICATIONS

CALIFORNIA STATE UNIVERSITY

Bachelor of Arts in Design and Illustration

ADOBE CERTIFICATE

Adobe Certified Associate

Adobe Certified Design Specialist

LOS ANGELES MISSION COLLEGE

Associate in 3D & Animation

Associate in Graphic & Web Design

Advanced Skill Certificate in Animation & 3D

Advanced Skill Certificate in Graphic & Web

SKILLS, EXPERTISE & INTERESTS

CREATIVE LEADERSHIP & STRATEGY

Art Direction, Content Strategy, Storyboarding, Brand Toolkit, Digital Style Guide, Moodboard

DIGITAL & PRINT DESIGN

Photoshop, Illustrator, InDesign, Lightroom, Express, Dreamweaver, Figma, Canva

MOTION GRAPHICS & VIDEO EDITING

Adobe After Effects, Premiere Pro, Capcut, Media Encoder, Insta360 Studio, Frame.io

AI TECHNOLOGY

Adobe Firefly & Podcast, Grok, ChatGPT, Gemini, ElevenLabs, Murf, Grammarly, MidJourney, Runway, Stable Diffusion, DALL-E

EMERGING TECHNOLOGY

Web3, Blockchain, Crypto, AR/VR, Generative AI, Machine Learning, IoT (Internet of Things), Sustainable Tech, Consumer Electronics

CREATIVE SERVICES & ASSET MANAGEMENT

Taylor&Pond, Gr0, Shuttlerock, Bayleaf, Insense, Canto, Air, Sharepoint, Hightail, Box, Dropbox

PROJECT MANAGEMENT & COLLABORATION

ClickUp, Jira, Basecamp, Asana, Notion, Teams, Slack, Zoom, Google Workspace, Microsoft

DIGITAL PRODUCTS

Facebook/Instagram: Meta Ads, Live, Stories/Reels

TikTok: TikTok Ads, TikTok Shop

YouTube: YouTube Ads, YouTube Shorts, Channel

Amazon: Amazon Ads, A+ Content, Shop Experience

AppLovin: AppLovin Ads

OTT Platforms: Roku, Hulu, AppleTV, Tubi