RIVEO CREATIVE

Marketing and Creative Services team that's lean and nimble but ready to scale

Based in Upstate NY, serving clients across the United States since 2009

riveocreative.com
Elin Barton, Founder and CEO
ebarton@riveocreative.com
607-725-1023

Riveo Creative is a strategic marketing and storytelling partner for small-business programs and purpose-driven companies. For 17 years, our 5-person core team and 60+ specialists have turned clients' stories into measurable results, from Goldman Sachs 10,000 Small Businesses to ICIC.

We're the only option that brings mission understanding, a full creative range, small-team pricing and the ability to scale up or down, backed by a founder who's been through the programs we serve and top-1% EcoVadis credentials.

Riveo offers brand strategy, video, animation, design and social media, sold as monthly retainers or flat-fee projects. Our remote video studio delivers professional production at a lower cost than on-site shoots.

WBE/WOSB, Platinum EcoVadis, 1% for the Planet, Finalist for WBENC Impact Award 2026

Riveo has earned about $7.5M over 17 years. After a record 2025 ($836K), 2026 revenue fell to about $578K as project work dropped by more than half, while our retainer clients held steady. We're seeking to refinance a $90K high-interest loan so our payments fit our cash flow while we grow retainers to cover 100% of our fixed costs in 2027.

Small-business programs and purpose-driven companies have powerful stories but small teams, and every option they have falls short. One marketing hire costs about $167K a year and can't do it all, AI content makes 57% of consumers trust brands less, and a patchwork of freelancers leaves the brand disjointed.

Core Team:
Elin Barton, Founder and CEO
Madi Tinney, Creative Director and Client Services Manager
Emily Adams, Creative Producer
Jeremiah Cisz, Post-Production and Data Management
Sophie Barton, Marketing and Social Media Manager