



STEPHEN DRAKE

Designer and Marketing Professional

CONTACTS



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PROFILE

My name is **Stephen Drake** and I design, implement, and manage omni-channel marketing campaigns focused on company growth, increased revenue, and considered purchase. My work includes print and digital design, project management, creative direction social media, content strategy, and E-Commerce initiatives.

With my experience and training from over 15+ years in the marketing industry, I have been able to navigate complex challenges and multi-disciplinary projects with a team of designers, strategists, and marketing professionals to create successful and memorable advertising.

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WORK EXPERIENCE

DESIGN BY DRAKE

Multimedia Designer (2006 - Present)

Officially launched my freelance print and digital work under Design by Drake. Recent works include New York Times Best Selling Author cover work.

- Print Design • Digital Design • Cover Art • Strategy
- Social Media Design

BMW / MINI

Marketing Coordinator (2010 - 2016)

Responsibilities include designing and implementing many different forms of advertising for two separate car brands. Manages the overall look, tone, feel, and marketing for both brands at a regional and national level.

- Maintained Websites and Assets • Organized Events
- Social Media Management and Creation • Marketing Strategy
- Attend Summits • Championing Two Different Brands

ICON COMMERCE

Senior Designer (2016 - Present)

As a Senior Designer, I am responsible for designing and managing various forms of media builds for omni-channel marketing campaigns focused on company growth, increased revenue, and considered purchase. These projects include design and implementation of said assets, reporting, and working with a team of designers, copywriters, and account executives. Work includes print and digital design, project management, social media, content strategy and E-Commerce initiatives.

- Print and Digital Design • Social Media Design
- Creative Direction • E-Commerce Design
- Marketing Strategy • Customer Journey Analysis
- Reporting • Presentations

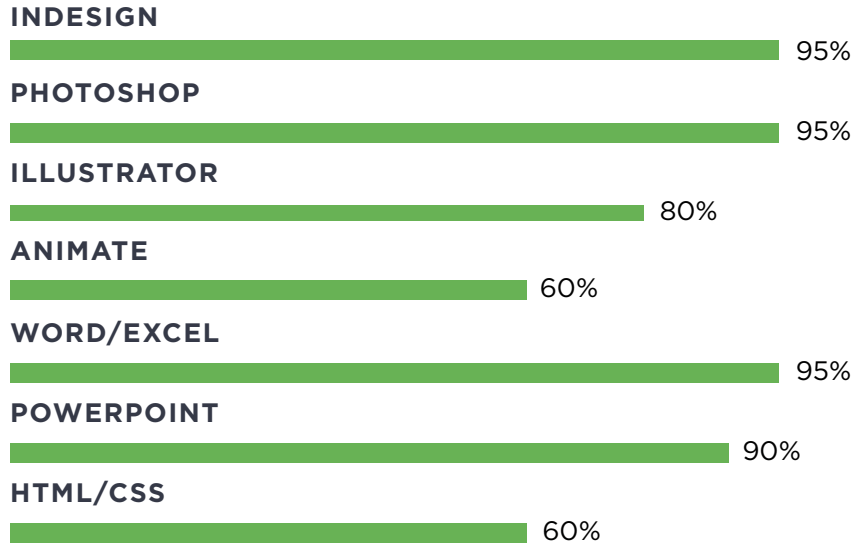
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THE NEXT ADVENTURE

EXPERTISE

- Adobe Creative Suite
- Concepting
- Microsoft Office
- Problem Solving
- Workflow Development
- Teamwork
- Creative Direction
- Public Speaking
- Management Skills
- Storyboarding

SOFTWARE KNOWLEDGE



EDUCATION

COLLEGE
Web and Interactive
Media Design

The Art Institute
of Pittsburgh

HIGH SCHOOL
Commonwealth Honors
Diploma

Scott High School

CERTIFICATIONS



- Google Ads Display Certification
- Google Shopping Ads Certification
- Google Ads Search Certification



- Amazon Retail for Advertisers Certification
- Sponsored Display Certification
- Reach Shoppers with Sponsored Display Badge



- Inbound Marketing Certification
- Social Media Certification
- Email Marketing Certification
- Content Marketing Certification



Design



Cars



Strategy



Music



Superheros

Check Out The
Online Portfolio!