



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, social media, content strategy, and E-Commerce initiatives.

With my experience and training, for over 15+ years, I am able to navigate complex challenges and multidisciplinary projects with a team of designers, strategists, and marketing professionals.

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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 • Champion Two Different Brands

ICON MARKETING COMMUNICATIONS

Senior Designer (2016 - Present)

As a Senior Designer, I am responsible for designing various forms of media for omni-channel marketing campaigns focused on company growth, increased revenue, and considered purchase. In many cases these projects include 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
- E-Commerce Design • Marketing Strategy • Co-Brand Design
- Customer Journey Analysis • Reporting • Presentations

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THE NEXT ADVENTURE

EXPERTISE

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

EDUCATION

COLLEGE
Web and Interactive
Media Design

The Art Institute
of Pittsburgh

HIGH SCHOOL
Commonwealth Honors
Diploma

Scott High School

INTERESTS



Design



Cars



Strategy



Music



Superheros

SOFTWARE KNOWLEDGE

INDESIGN



PHOTOSHOP



ILLUSTRATOR



ANIMATE



WORD/EXCEL



POWERPOINT



HTML/CSS



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

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