



STEPHEN DRAKE

Designer and Marketing Professional

2022 Addy Gold and Silver Winner

CONTACT INFO



StephenDrakeDesign
@Gmail.com



859.443.0413



www.linkedin.com/in/stephendrakedesign

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, creative direction, project management, social media, content strategy, and ecommerce initiatives.

With my experience and training from over 15 years in the marketing industry, I am able to navigate complex challenges and multidisciplinary projects with a team of designers, strategists, and marketing professionals to create and manage successful, memorable advertising.

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WORK EXPERIENCE

Design by Drake

Multimedia Designer (2006-Present)

Freelance design studio completing print, digital, and social media for various clients. Recent works also include New York Times Best Selling author Cover art.

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

BMW/MINI

Marketing Manager (2010-2016)

Developed and implemented a comprehensive marketing calendar while creating and executing various advertising campaigns for two distinct car brands. Managed the overall aesthetic, tone, and budget for marketing both brands at local and national levels.

- Maintained websites and assets • Organized Events
- Social Media development and management • Strategy
- Attend National Summits • Championed two successful brands

ICON COMMERCE

Senior Designer (2016-Present)

As Senior Designer, I manage my team of fellow designers and copywriters building and implementing omni-channel marketing campaigns focused on company growth, increased revenue, and considered purchase. These campaigns include strategy, design, copy writing and working with a team of incredible marketing professionals.

- Print and digital design • Social media design
- Creative Direction • Ecommerce Design • Marketing Strategy
- Reporting • Client and Internal Presentations
- Employee training and management

EXPERTISE

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

EDUCATION

COLLEGE

Web and Interactive Media Design
The Art Institute

HIGH SCHOOL

Commonwealth Honors Diploma
Scott High School

INTERESTS

- Baseball
- Design and Art
- Cars
- Marketing Strategy
- Music
- Board Games

SOFTWARE KNOWLEDGE

INDESIGN



PHOTOSHOP



ILLUSTRATOR



ANIMATE



WORD/EXCEL



POWERPOINT



HTML/CSS



HUBSPOT



FIGMA



DASHTHIS



META BUSINESS SUITE



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

Any many more...
For a complete list, review on linkedin or my portfolio linked below.

[View Portfolio](#)

[Linkedin Page](#)