

DRAKE NEWKIRK

CREATIVE DIRECTOR/DESIGNER

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Visionary Creative Director with 15+ years leading award-winning brand strategy, design, and innovation across digital, print, and experiential platforms. Expert in developing cohesive corporate identity programs and translating bold ideas into scalable, culturally resonant campaigns. A trusted partner to Fortune 500s and disruptive startups, with deep capabilities in illustration, visual storytelling, and brand systems that drive consistency and impact. Known for building and mentoring high-performing creative teams, fostering inclusive collaboration, and delivering work that moves culture—and business—forward.

CORE STRENGTHS

- **Creative Leadership**
- **Brand Strategy & Identity**
- **Digital Marketing & Campaigns**
- **Marketing Strategy**
- **Client Relations**
- **Team Building & Mentorship**
- **Sales and Communications**
- **Project Management**
- **DEI-Centered Design**
- **Illustration**
- **Adobe CC | Photoshop | Illustrator**
- **Figma | CMS**

EXPERIENCE

MANTI KI Creative, Philadelphia, PA

2020 – Present

Chief Creative Director

Architect of culture-shifting campaigns that fuse bold design, strategic brand vision, and social relevance—driving engagement, elevating identity, and sparking meaningful conversation.

- **Led the creation of culture-forward campaigns** that seamlessly blend design, brand strategy, and cultural insight to resonate across audiences and platforms.
- **Founded and scaled** the agency's digital department into a creative and revenue-driving hub, transforming client engagement through interactive storytelling and innovation.
- **Directed multidisciplinary teams** of designers, developers, writers, and strategists to deliver standout brand experiences across fintech, healthcare, CPG, and social impact sectors.
- **Spearheaded breakthrough work** for Campari, Comcast, InTandem Capital Partners, Ardent Credit Union, DMGgo, NBC XL, Santa Familia Tequila, and the WNBA—translating vision into campaigns that ignite both clicks and conversations.
- **Championed DEI-centered design and storytelling**, ensuring every project reflected cultural relevance, aesthetic integrity, and strategic clarity—strengthening client relationships and driving measurable outcomes.

LevLane Advertising, Philadelphia, PA

1998 – 2021

Senior Vice President, Creative Director, Digital

Pioneered digital transformation for legacy brands—fusing storytelling, technology, and design to unlock \$20M+ in annual growth and redefine client engagement.

- **Founded and scaled the agency's first digital department**, transforming it into a revenue-driving creative engine that delivered innovative work for healthcare, QSR, financial services, and public sector clients, resulting in increased client satisfaction and retention
- **Led integrated campaigns for national and regional brands** like Taco Bell, Clemens Food Group, Twirla, Kennedy Health, MDVIP, PIDC, and The Navy Yard, translating bold ideas into immersive web, social, and experiential activations, which enhanced brand visibility and customer engagement
- **Built and mentored** a high-performing team of 8+ creatives, developers, and strategists—cultivating talent that advanced into senior leadership roles.
- **Drove new business wins through visionary pitches** and strategic storytelling, securing multimillion-dollar accounts and long-term partnerships, which contributed to the agency's growth and market presence
- **Produced interactive content** from touchscreen demos to animated video, elevating brand narratives and deepening audience engagement across digital and live environments.

Brown Girl Gifts, Philadelphia, PA

2011 – 2015

Creative Director

Founded and built Brown Girl Gifts into a culturally resonant lifestyle brand—celebrating diversity through apparel, home décor, and curated accessories.

- **Conceived, designed, and launched** an end-to-end product line rooted in inclusive storytelling and aesthetic integrity.
- **Developed the brand identity, voice, and visual system**—transforming personal passion into a thriving business and cult-following community.
- **Led creative, operational, and financial strategy**, overseeing everything from tradeshow activations to e-commerce experiences.
- **Secured retail partnerships** including Wegmans, expanding reach and elevating brand visibility through strategic collaborations.
- **Maintained a laser focus on cultural relevance and design excellence**, ensuring every touchpoint reflected the brand's mission and values.

ADDITIONAL EXPERIENCE

CoreStates Financial Corporation, Assistant Vice President, Corporate Communications & Creative Services –Philadelphia, PA

INDUSTRY EXPERIENCE

Behavioral Change • Construction • CPG and Food Service • Energy, Environmental • Financial • Fitness • Franchise • Healthcare • Human Resources • Insurance • Non-Profit • Manufacturing • Merchandising • Municipal • Real Estate • Retail • Sports and Entertainment • Technology • Transportation

EDUCATION

University of the Arts (Continuing Education) - Visual Design • Art Institute of Philadelphia - Design Communications • Temple University/Tyler School of Arts - Graphic Design, Photography • Philadelphia College of Art - Visual Communications

AFFILIATIONS

PIDC, Marketing Board Member • Institute of Advanced Advertising Studies (IAAS) - Mentor