

# DRAKE NEWKIRK

CREATIVE DIRECTOR | BRAND & DESIGN LEADER

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**Visionary Creative Director with 15+ years building brand systems and leading cross-disciplinary teams to create culturally resonant campaigns that deliver measurable business results.** Expert at scaling digital capabilities and translating strategic insight into design-led products and experiences that increase engagement, revenue, and brand equity.

**Skills:** Creative Direction; Brand Strategy; Design Systems; Visual Storytelling; UX/UI Design; Product Design; Figma; Adobe Creative Cloud; HTML/CSS; CMS (WordPress/Drupal); Responsive Design; Prototyping; Interaction Design; Accessibility (WCAG); Design Ops; Creative Operations; Team Leadership; Cross-functional Collaboration; Client & Stakeholder Management; Campaign Strategy; Digital Marketing; Social Creative; Content Strategy; Experiential Design; AR/AI Ideation; DEI-Centered Design; A/B Testing; Analytics (GA4); CRO; Project Management; Agile/Scrum; New Business Development.

## CORE STRENGTHS

**Creative Leadership · Creative Operations & Process · Brand Strategy & Identity · Design Systems & Execution · Digital Marketing & Campaigns · Visual Storytelling · DEI-Centered Design · Team Building & Mentorship · Project Management · Client Relations & New Business Development · AI/AR Ideation**

**Tools & Technologies:** Adobe CC · Figma · CMS · HTML/CSS · Illustration

## EXPERIENCE

**MANTIKI Creative**, Philadelphia, PA  
Chief Creative Director

2020–Present

**Architect of culture-shifting campaigns that fuse bold design, strategic brand vision, and social relevance to drive engagement and measurable outcomes.**

- **Built and scaled MANTIKI's digital practice into a revenue-driving creative hub**, leading multidisciplinary teams (design, development, strategy, content) to deliver integrated campaigns for fintech, healthcare, CPG, and social impact clients.
- **Led Ardent Credit Union integrated campaign (2025)** — redesigned the conversion funnel and launched targeted social creative, producing measurable lifts in web traffic, social engagement, and conversions.
- **Created culture-forward campaigns that increased client engagement and brand lift** by aligning creative strategy with cultural insight and DEI-centered storytelling; translated vision into measurable outcomes across web, social, and experiential channels.
- **Directed cross-functional team** to deliver brand systems, digital products, and experiential activations for **Campari, Comcast, InTandem Capital Partners, Ardent Credit Union, DMGgo, NBC XL, Santa Familia Tequila, and the WNBA.**

**LevLane Advertising**, Philadelphia, PA  
Senior Vice President, Creative Director, Digital

1998–2021

**Pioneered digital transformation for legacy brands—fusing storytelling, technology, and design to unlock growth and redefine client engagement.**

- **Founded and scaled LevLane's digital practice** by building integrated UX, content, and technology teams and leading multimillion-dollar pitches, transforming digital into a core revenue driver and delivering **\$10M+** in annual digital revenue (**20–40%** of firm revenue).
- **Drove new business through strategic creative leadership and pitch work**, securing multimillion dollar accounts and long-term partnerships that expanded agency market presence and client lifetime value.
- **Built and mentored a high-performing team** of creatives, developers, and strategists (6+ direct reports).
- 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  
Creative Director

2011–2015

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

- **Designed and launched a cohesive brand identity and product line rooted in inclusive storytelling**, leading creative direction across apparel, home decor, and marketing that established a loyal community and retail partnerships (including Wegmans).
- Managed end-to-end operations and go-to-market execution, overseeing product development, tradeshow activations, and online merchandising to improve conversion and retail sell-through.

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

1995–1998

**Senior Manager, Creative Services – Graphics, Video, Multimedia & Photography.** Led multidisciplinary creative departments with a team of 15, driving innovation across brand development, user experience, and multimedia production.

- **Led a 15-person creative organization across graphics, video, multimedia, and photography**, streamlining workflows and raising production quality for enterprise initiatives.
- **Partnered with software teams (including Microsoft) to reimagine offline financial applications for web portals**, improving UX and usability for cash management and check imaging products.
- **Delivered brand identity systems and experiential assets** for high-profile events, coordinating cross-functional teams to meet deadlines, and align with business goals.
- **Designed and delivered brand identity systems** and experiential assets including, uniforms, and merchandising for high-profile events including the Philadelphia Phantoms and CoreStates Bike Race, **amplifying brand visibility – +60% attendance/brand impressions and 81% retail sell-through.**

## **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