

DRAKE NEWKIRK

CREATIVE & DIGITAL LEADER | BRAND EXPERIENCE & TRANSFORMATION

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Creative and digital leader with extensive experience building brands, teams, digital capabilities, and integrated experiences across financial services, CPG, entertainment, and social-impact organizations. Proven track record of navigating major technology shifts, leading multidisciplinary teams, and connecting creative strategy, digital experience, and innovation to measurable business growth. Brings deep expertise across brand, UX/UI, digital marketing, and creative operations, complemented by growing fluency in AI and emerging technologies and an active interest in how they are reshaping creative organizations and ways of working.

LEADERSHIP & CAPABILITIES

Creative Leadership · Brand Strategy · Digital Transformation · Brand Experience · Integrated Campaigns · UX/UI · Design Systems · Creative Operations · Team Building & Mentorship · Cross-Functional Leadership · Client & Stakeholder Management · New Business Development · Emerging AI Workflows

Digital & Experience: Product Design · Responsive Design · Interaction Design · Prototyping · Accessibility (WCAG) · CMS · HTML/CSS · Analytics · A/B Testing · CRO

Creative & Marketing: Visual Storytelling · Campaign Strategy · Digital Marketing · Content Strategy · Social Creative · Experiential Design · DEI-Centered Design · AR/AI Ideation

Operations & Delivery: Design Ops · Project Management · Agile/Scrum

Platforms & Tools: Figma · Adobe Creative Cloud · WordPress/Drupal · GA4 · Midjourney · Adobe Firefly · Runway

EXPERIENCE

Creative Director — Independent Studio / Fractional
MANTI KI Creative | Philadelphia, PA | 2020–Present

Lead brand, digital, and integrated creative engagements for organizations seeking to strengthen their market presence, connect with diverse audiences, and improve digital performance.

- **Lead brand strategy, creative direction, digital experiences, and integrated campaigns** for clients including Campari, Comcast, Ardent Credit Union, NBC XL, Santa Familia Tequila, WNBA, and others.
- **Direct multidisciplinary teams across** design, development, strategy, and content, delivering integrated work across web, social, content, and experiential channels.
- **Directed Ardent Credit Union's 2025 campaign**, including brand evolution, conversion-funnel improvements, targeted social creative, and integrated digital experiences designed to increase traffic, engagement, and conversion.
- **Develop culturally relevant and inclusive creative strategies that help brands** connect with diverse audiences across digital and physical experiences.
- **Apply emerging AI tools—including Midjourney, Adobe Firefly, Runway, and Figma AI—to** support concept exploration, visualization, prototyping, and creative development while continuing to evaluate their potential across broader creative workflows.

Senior Vice President, Creative Director, Digital
LevLane Advertising | Philadelphia, PA | 1998–2021

Built and led the agency's digital practice, connecting brand storytelling, user experience, technology, and marketing to create new client solutions and significant agency growth.

- **Founded and scaled LevLane's digital practice**, building integrated UX, creative, content, and technology capabilities that grew into a **\$10M+** annual revenue business representing **20–40% of agency revenue**.
- **Led creative and digital strategy for major client relationships** and multimillion-dollar new-business pitches, helping secure long-term partnerships and expand the agency's capabilities and market presence.
- **Built, led, and mentored multidisciplinary teams of creatives, developers, UX professionals, and strategists**, including 6+ direct reports.
- Directed digital experiences spanning websites, applications, interactive content, touchscreens, video, and experiential platforms, connecting brand strategy with emerging technologies and evolving consumer behaviors.
- **Partnered across creative, account, strategy, media, and technology teams** to develop integrated solutions spanning brand, digital marketing, content, and customer experience.
- **Applied analytics, A/B testing, and conversion optimization** to evaluate and improve digital experiences and campaign performance.

Founder & Creative Director

Brown Girl Gifts | Philadelphia, PA | 2011–2015

Founded and developed a culturally focused lifestyle brand combining inclusive storytelling, original product design, e-commerce, and retail.

- **Created the brand strategy, visual identity, product design,** packaging, digital presence, and marketing across apparel, home décor, accessories, and gifts.
- **Developed culturally relevant products and storytelling** designed to reach an underserved consumer audience.
- **Secured retail partnerships, including Wegmans,** while building direct-to-consumer e-commerce capabilities and supporting online conversion and retail sell-through.
- **Led product development from concept and pattern exploration** through visualization, prototyping, production, merchandising, and market launch.

Senior Manager, Creative Services

CoreStates Financial Corporation | Philadelphia, PA | 1995–1998

Led a 15-person multidisciplinary in-house creative organization spanning graphic design, video, multimedia, and photography during the financial services industry's early transition to digital experiences.

- **Directed creative teams and enterprise initiatives** across brand development, multimedia, digital experiences, video, photography, and corporate communications.
- **Partnered with internal technology teams and external partners, including Microsoft,** to translate offline financial applications into emerging web-based experiences, improving usability and access.
- **Developed brand identity systems, interactive experiences, and event communications** supporting major corporate and customer initiatives.
- **Introduced emerging digital production tools and workflow improvements** that increased creative efficiency and expanded the organization's internal capabilities.

INDUSTRY EXPERIENCE

Financial Services · CPG & Food Service · Sports & Entertainment · Healthcare · Retail · Technology · Nonprofit & Social Impact · Energy & Environmental · Real Estate · Manufacturing · Franchise · Insurance · Municipal & Public Sector · Transportation

EDUCATION

University of the Arts — Visual Design

Art Institute of Philadelphia — Design Communications

Temple University / Tyler School of Art — Graphic Design, Photography

Philadelphia College of Art — Visual Communications

LEADERSHIP & AFFILIATIONS

PIDC, Marketing Board Member · Institute of Advanced Advertising Studies (IAAS) – Mentor