

KEVIN ADKINS

Creative Leadership • Marketing Strategy • Brand Management • Product Design • User Experience



EXPERIENCE

Homes.com, CoStar Group // April 2023 - Present

Marketing Director, Creative

- Product, growth, lifecycle marketing across all channels: Web, Email, Social, Direct Mail, Digital & Print Advertising
- Strategy development for launch of \$1B advertising & marketing campaign, debuting with three Super Bowl Commercials
- Sales enablement for subscription-based monetization of Homes.com product
- UX/UI strategy and design for marketing website, targeting both B2B & B2C audiences

Taoti Creative // April 2022 - April 2023

Executive Creative Director

- Reporting directly to CEO, managing three core pillars of agency business: MarComm, UX/UI, and Design
- Client account management & key member of sales pitch team
- User Experience specializations: user research, stakeholder interviews, user testing, user surveys, experience workshops, user flows, user journeys, site-mapping, wireframes, prototypes, site architecture, content strategy
- **Primary accounts:** DC Lottery, DC Public Library, National Parks Service, U.S. Currency Education Program, U.S. Federal Reserve, U.S. Capitol Visitor Center, World Bank
- **Accounts won:** DARPA (Defense Advanced Research Projects Agency), PhRMA Foundation, International Women's Forum, Virginia National Bank, IBTTA (International Bridge, Tunnel and Turnpike Association)

Pointe Advisory // March 2021 - April 2022

Strategic Design Director

- Creative strategy lead: client engagement, marketing, data visualization, brand identity, web design & messaging
- UX, Design, and Development of the Pointe Advisory website
- **Primary accounts:** John Deere, Ernst & Young, Optum, Hillrom, Biogen, Sanofi, FM Global, United Healthcare

The Washington Post // June 2014 - March 2021

Head of Creative

- Head of in-house agency and The Washington Post's native advertising platform; building interactive custom content experiences for advertising partners
- Group creative lead across all digital channels, focusing on: user experience, client partnerships, ad optimization
- Immersive story-telling for key accounts: AT&T, Audi, Cadillac, Capital One, Citi, Comcast, Dell, Deloitte, Fidelity, Goldman Sachs, Hulu, IBM, JP Morgan Chase, Microsoft, Rolex, Salesforce, SAP, T Rowe Price, Uber
- Digital ad performance management: audience targeting, user testing, data-informed solutions

Cvent // December 2013 - June 2014

Creative Director

- SaaS leader of global creative & marketing design: web, print, video, events
- UX/UI manager of Cvent website, apps, and digital experiences; focus on: lead generation, sales enablement

Forbes // January 2005 - December 2013

Executive Creative Director

- Leader of integrated marketing programs and manager of full-service, in-house advertising/design group
- Brand manager, elevating and evolving custom experience across and B2B & B2C brand touchpoints
- **Key clients:** Acura, Chase, Coca-Cola, Lincoln, LVMH, Infiniti, Mercedes Benz, Siemens, Sprint, Zurich

Previous roles:

Union Street Partners, Fairchild Publications, Forbes, EuroRSCG // June 2000 - January 2005

EDUCATION

University of Mary Washington // 1994 - 1998

Bachelor of Arts: Fine Art and Religious Studies

Dean's List: Fall 1997 and Spring 1998

Recipient: MWC Undergraduate Research Award in Advanced Sculpture

Johnson Atelier Institute of Sculpture // 1999 - 2000

First Class Apprentice: Graduate of Sculpture Apprenticeship Program

Specializations: TIG Welding, Paint, Patina, Metal Chasing, Stone Carving, Restoration & Conservation

SKILLS

Marketing, Event Branding, UX/UI, Customer Experience, Copywriting, User Research, User Testing, Strategy, Data Visualization, Content Marketing, Brand Management, Event Branding, Experiential Design, Team Leadership

APPLICATIONS

Figma
Adobe XD
Photoshop
Illustrator
InDesign
Premiere
Audition
Sketch
Final Cut
Keynote
Miro
Jira
Asana
Teamwork
Salesforce
Powerpoint
Word
Excel

AWARDS

World Brand Design

2024 - Exhibit Branding

AVA Digital

2024 - Two Gold Awards

Hermes Creative

2019 - Platinum

2016 - Platinum

2015 - Gold

The Washington Post

2014 - Marketing Excellence Award

Graphic Design USA

2009 - Two Awards

2008 - Two Awards

2007 - Four Awards

Folio Magazine

2008 - FAME Award

Forbes Media

2012 - Future of Forbes Achievement Award

2011 - Outstanding Performance Award

2007 - Best Efforts to Build New Business

2006 - Marketing All-Star Award

