



**KEVIN ADKINS**  
**Director of Creative, Marketing**  
HOMES.COM // COSTAR GROUP

Kevin is an expert creative team leader with over twenty years of experience in marketing, publishing, media, and advertising. Focusing on digital, print, user experience, and product design, Kevin approaches every challenge with passion and eagerness to succeed.

Currently, Kevin leads B2B & B2C creative marketing initiatives for **Homes.com**. Overseeing design, web development, and copywriting, Kevin supports Product, Lifecycle, and Growth marketing while driving brand awareness across multi-channel campaigns. He is responsible for crafting solutions that meet key performance metrics across several platforms: web, social, email, direct mail, and digital & print advertising.

Prior to Homes.com, Kevin was the Executive Creative Director for **Taoti** — D.C.'s premium boutique agency. There he reported directly to the CEO, managing the company's three core teams: MarCom, UI/UX, and Design. For nearly seven years, Kevin was the Head of Design at **The Washington Post's** Creative Group where he serviced regional, national, and global advertising accounts — delivering on client objectives through native advertising, brand storytelling, and custom content campaigns.

Kevin spent eight years at **Forbes** leading their Creative Solutions team and managed a global team of 20 creatives (designers, web developers, videographers) during his time at **Cvent**. He began his career at **James Howard Visual Communications** in 1999, followed by a production position at **Euro RSCG** (now Havas). Kevin has also served as Senior Promotions Designer for **WWD (Women's Wear Daily)** and as Art Director for **Union Street Partners**.

During his tenure Kevin has won several awards, including a FAME Award from Folio Magazine, two Hermes Platinum awards, eight InHouse Design Awards from Graphic Design USA, The Washington Post's 2014 Marketing Excellence Award, the 2011 Forbes Outstanding Performance Award and the 2012 Future of Forbes Award. Kevin was a featured presenter at the 2013 and 2015 Digital Innovation Summits and judge for The Content Council's 2014 Pearl Awards. He holds a bachelor's degree from the **University of Mary Washington** and is a graduate of the **Johnson Atelier Institute of Sculpture**.

