

# KIM DRAKE

Marketer, Client Advocate, and Design Strategist

## CONTACT

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-  [Portfolio](#)

## MY NORTH STAR

I flourish at the intersection of strategic planning, research, design, and storytelling, and am continually seeking ways to build on 22 years of experience. My approach is to build an environment where entrepreneurial spirit and creative excellence enable teams to realize their highest potential. Through visionary branding and purposeful design, I lead teams that raise brand platforms, amplify equity, and inspire excellence across disciplines, regions, and talent.

Throughout my career, I have collaborated with visionary leaders and dynamic teams to build, evolve, and protect brands that create a lasting impression. I am passionate about authoring integrated brand systems, launching transformative campaigns, and striking the vital balance between brand consistency and market relevance. My focus is always on making sure our brand connects with our audience in a meaningful way.

I am devoted to developing empowering tools, playbooks, and resources that enable teams everywhere to excel. I coach emerging talent through immersive, hands-on leadership, driven by an unrelenting curiosity that constantly seeks new ideas and discoveries. Measuring brand growth and celebrating common achievements with leadership ignites my passion, while supporting a culture of creativity, inclusivity, and persistent learning inspires me to reach higher every day.

Sincerely,  
Kim Drake

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## EDUCATION

### EVERGREEN STATE COLLEGE

B.A., Fine Art, Art History, and Communication Arts

## EXPERTISE

Change Management  
Creative Team Leadership  
Brand Integrity  
Strategy + Planning  
Creative Client Engagement  
Crit + Storyboard Facilitation

## TOOLS

Adobe Creative Suite  
Microsoft Office suite  
Usability + UX Methodologies  
SmartSheet | Power Bi applications  
Salesforce + Vision Deltak

## 2022-2024 METRICS

159 Project Wins  
200+ RFP/RFQ Submissions  
33 Conferences with 16 leads  
53% Win Rate  
\$27m in Revenue  
52 Awards Won

## ABOUT

As a strategic designer and communications leader, I guide multidisciplinary teams to create impactful visual and cinematic stories for internal and external clients. My background is in fine art and cultural studies, with a focus on the relationship between people and place. I combine research, bold thinking, and artful curation, to demonstrate how architecture drives transformational change.

## EXPERIENCE

### ARCHITECTURE MARKETING DIRECTOR | VICE PRESIDENT

*HDR Architecture | November 2024 - Present*

- Elevate our reputation with a bold vision, fearless strategy, and a creative culture.
- Ignite unified visual and cinematic storytelling and deepen custom client collateral.
- Champion clear vision, brand unity, and agile systems for lasting impact.
- Fuse visual strategy with our core vision, mission, and values.

### DIRECTOR OF MARKETING

*ZGF Architects | 2022 - Present*

- Cultivated a business development culture that wins brand defining work.
- Coached design team's to achieve their highest potential at client interviews.
- Consistently pushed our firm to elevate brand engagement in innovative ways.
- Led the development of emotive, value-driven design stories.

### DIRECTOR OF COMMUNICATIONS

*MG2 Design | 2019 - 2022*

- Developed and delivered Brand, Web, SEO, and Media Strategies.
- Authored a data driven approach & platform for measuring success.
- Grew studio by 200% during the Pandemic.
- Coached design team to secure award-winning clients & projects.

### DIRECTOR OF COMMUNICATIONS

*Flad Architects, Seattle | 2014 - 2019*

- Founder of the Seattle Office.
- Converted a \$1 million investment to \$10 million dollars sales.
- Cultivated a client-driven approach to storytelling.
- Helped create a new brand platform firm-wide.
- Help grow the studio and Seattle's success by 80% in 3 years.

### MARKETING MANAGER, SCIENCE AND EDUCATION

*nbbj | 2006 - 2014*

- Co-developed the nbbj.com brand strategy firm-wide.
- Increased team performance by 30%.
- Helped win \$51 million in sales (13% Increase) over seven years.
- Co-led the Science and Higher Education Practice firm-wide.