

# Kevin Foreman

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## EXECUTIVE SUMMARY

Creative executive with 20+ years of experience leading brand strategy, UX/UI innovation, and integrated campaigns for Fortune 500 brands and startups. Skilled at blending creativity with data-driven insight to drive growth, engagement, and measurable ROI.

Proven success in **e-commerce, tourism, fintech, and CPG** sectors, delivering bold creative transformation across digital, experiential, and product ecosystems. Recognized for building high-performing teams and cultivating brand stories that drive trust, loyalty, and conversion.

**Core Strengths:** Brand Strategy • Omni-Channel Campaigns • UX/UI Design • SaaS Marketing • Revenue Growth • Creative Leadership • Data-Driven Design • Customer Experience • C-Suite Collaboration • Product Innovation • Digital Storytelling • Strategic Partnerships • Transformative Creative • Innovation

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## PROFESSIONAL EXPERIENCE

### Senior Creative Manager, Marketing Communications

**SiriusXM / Pandora** — 10/2016 – 03/2025

- Increased subscription growth from **7% to 17%** through a SaaS-driven, lifestyle-centered brand strategy.
- Scaled interdisciplinary teams (Design, Copy, UX, Dev, Content) and aligned outputs with strategic goals, improving on-time creative delivery by **20%**.
- Spearheaded integrated storytelling across digital, print, and experiential channels, boosting customer loyalty and conversions **2.5–5%**.
- Applied design psychology—typography, visual hierarchy, and layout—to strengthen audience engagement and campaign performance.

### Integrated Creative Director

**Moroch Partners** — 03/2015 – 07/2016

- Led digital-first creative for **McDonald's, FedEx Office, Baylor Scott & White, Six Flags**, and **Llano Winery**, driving national engagement and award-winning UX/UI experiences.
- Directed the agency's digital output, mentoring traditional teams in digital best practices.
- Strengthened ROI-based creative strategies, improving visibility and conversion funnels by **5%**.
- Supported new business wins through innovative digital presentations and client relationships.

### Group Creative Director

**Shop.com / Market America** — 06/2014 – 03/2015

- Oversaw full brand overhaul including **UX, UI, content strategy, and performance marketing**.
- Managed a **24+** member creative team delivering cohesive brand touchpoints and customer experience improvements.
- Rolled out omni-channel campaigns that increased brand loyalty program engagement **35%**.
- Led a digital transformation initiative positioning Shop.com as a recognized **e-commerce innovator**.

## Digital Creative Director

**Doctor Logic** — 04/2013 – 06/2014

- Built the brand's digital identity and UX architecture from the ground up.
- Delivered responsive digital marketing solutions integrating **Web, Mobile, Search, and Social**.
- Leveraged **Google Analytics** to refine user flows and engagement.
- Directed UX/UI designers and developers through full project lifecycles from concept to launch.

## Digital Creative Director

**TM Advertising** — 10/2012 – 02/2013

- Drove brand experiences for **Discover Network, Universal Studios Orlando, Captain D's Seafood, and American Airlines**.
- Unified digital and traditional creative strategies, boosting online engagement.
- Produced digital trailers and immersive branded content to strengthen consumer connection.
- Guided C-suite clients through digital transformation initiatives.

## Owner / Chief Creative Officer

**The Hammerhead Agency** — 07/2010 – 10/2012

- Delivered multi-platform creative ( Web, social, mobile, print, rich media) for clients including Samsung, **Pizza Hut, Haggar Apparel, and WatchGuard Video**.
- Led creative for **Nue Vodka**, producing a social-first campaign that established the brand as **American Airlines Center top-selling spirit in its first year**.
- Partnered with **Tribal DDB/Dallas** on brand activations for **Mountain Dew, Code Red** and **Diet Pepsi**, increasing market share.
- Directed Walmart's national **Christmas Toy Catalog** campaign ( design, photography, casting, set-design)

## Executive in Residence

**Temerlin Advertising Institute - Southern Methodist University** — Aug 2009 - Jul 2010

- Focus on the concepts, technologies and skills used in successful Art Direction and Interactive Design.
- Developing, learning and maintaining various forms of production: **Photoshop, Illustrator, InDesign, Figma** and **After Effects**.
- Taking a dynamic role in leading the creation and direction of advertising experiences, from interactive strategy to detailed design to presentation specification.
- Taught Creativity in the UK for SMU's **Study/Abroad Program**—Regent's College, London.

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## EDUCATION

**B.A. in Journalism / Advertising** — University of Oklahoma

4-Year NCAA Track & Field Athlete

Graduate Work Toward Master of Advertising — School of Visual Arts, New York, NY

## SELECT ACHIEVEMENTS

**Nue Vodka** — Launched a premium spirits brand through social-first digital strategy, bypassed traditional web presence or print. achieving record market growth and exclusive placement at American Airlines Center.

**RAPP Worldwide** — Led agency digital rebrand and website relaunch, increasing site traffic by **365%** and earning a **Cannes Shortlist** recognition.

**SiriusXM / Pandora** — Creative success was measured on Penetration Growth, Trial Enrollment and Subscriber Conversion Rate, in one year Stellantis, Lexus and Infinity increased from **13.1% to 15.1%**.

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## TECHNICAL PROFICIENCIES

Adobe Creative Suite ( InDesign, Illustrator, Photoshop) • Figma • After Effects • Google Analytics  
• WordPress • Salesforce • Slack • Microsoft 365

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## AWARDS

- Cannes Shortlist
- Clio Silver
- Communication Arts Interactive Annual
- Addy Interactive Media - National Silver
- British Design & Art Direction
- One Show Rx, Gold
- Telly Creativity
- Tops Gold, Silver, Bronze
- DSVC Gold, Silver, Bronze
- FWA - site of the month
- Lurzer's Int'l Archive
- London Weekend Television
- Print's Regional Design Annual
- Rx Award of Excellence