

Kevin Foreman

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EXECUTIVE SUMMARY

I'm a creative executive with 20+ years of experience helping Fortune 500 brands and startups bring big ideas to life. I love blending strategy with bold creativity to spark growth, build stronger customer connections, and inspire teams to do their best work. Over the years, **I've worked at some of the world's biggest brand agencies**—Bates USA, Publicis, and Rapp Worldwide—**partnered with top creative shops** like The Richards Group and Moroch Partners, jumped into **startups**, and led **e-commerce innovation** at Shop.com.

At one point, I even taught a year at Southern Methodist University— Taught International Advertising at Regent's College, London—turns out, wrangling college students isn't all that different from leading creative teams, fyi. From global campaigns to scrappy launches, I've learned that the best ideas don't just win awards—they win people over. Colleagues know me as a catalyst for fresh thinking, cultural impact, and storytelling that moves both audiences and the bottom line.

SKILLS & CORE COMPETENCIES

- Brand Strategies
- Cross-Functional Leadership
- Revenue Growth
- Multi-Platform Campaigns
- Creative Team Development
- Strategic Partnerships
- C-Suite Collaboration
- UX/UI Digital Design
- Product Innovation
- Data-Driven Design
- Digital Storytelling
- Creative Strategies

PROFESSIONAL WORK EXPERIENCE

SENIOR CREATIVE MANAGER, MARKETING COMMUNICATION / SiriusXM

10/2016 - 03/2025

- Delivered a 10% increase in conversions (from 7% to 17%) through a lifestyle-centered branding strategy and user experience innovation.
- Oversaw and scaled interdisciplinary teams (Dev, Copy, UX, Content), aligning outputs with strategic business goals and executive vision, developing and supporting briefs increasing creative output and on-time delivery 20%.
- Strong understanding of how creative impacts the overall audience engagement and efficacy of a campaign through the use of typography, visual hierarchy, eye flow patterns and impactful design.
- Spearheaded integrated brand storytelling across digital, print, experiential, and product platforms, reinforcing cohesive brand identity, customer loyalty, lead generation and increased conversions 2.5 - 3% per year.

INTEGRATED CREATIVE DIRECTOR / Moroch Partners

03/2015 - 07/2016

- Designed and launched a digital-first creative strategy for McDonald's, Baylor Scott & White, FedEx Office, Six Flags and Llano Winery, elevating national engagement, improving sales and an awarded UI/UX experience.
- Responsible for the overall digital creative output of the agency. Worked in a collaborative and strategic manner with the traditional creative teams and educated them on best practices when it comes to digital creative. Fostered relationships with existing clients and lead the digital creative component of new business acquisition and wins.
- Championed ROI-based creative strategies that boosted brand visibility and accelerated conversion funnels 5%.

GROUP CREATIVE DIRECTOR / Shop.com, Market America

06/2014 - 03/2015

- Led the brand overhaul including UX, UI, content strategy, and performance marketing alignment.
- Managed a creative team of 24+, delivering consistent brand touchpoints and improved customer experience.
- Applied behavioral insights to improve conversion optimization across digital properties.
- Collaborated with executive stakeholders to roll out Omni-channel campaigns and elevated it's brand loyalty program 35%.
- Drove a digital transformation strategy that positioned Shop.com as an industry innovator.

DIGITAL CREATIVE DIRECTOR / Doctor Logic

4/2013 - 06/2014

- Developed startup Doctor Logic's brand voice, digital architecture, and UX framework from the ground up.
- Customized Digital Marketing Solutions including responsive Websites, Mobile, Search & Social Products.
- Improved web engagement metrics through optimized site design, google analytics and user flow.
- Responsible for managing a team of UX/UI Designers and Programmers by conveying and implementing a vision from concept to production.

DIGITAL CREATIVE DIRECTOR / TM Advertising

10/2012 - 02/2013

- Led brand experiences for Discover Network, Universal Studios Orlando, Captain D's Seafood and American Airlines.
- Assembled a team aligning the digital creative product seamlessly with our brand creative campaigns.
- Orchestrated immersive digital content, increasing engagement and online traction.
- Developed creative trailers and content from concept through deployment.
- Guided executive clients through the adoption of digital transformation initiative.

OWNER / CCO / The Hammerhead Agency

07/2010 - 10/2012

- Produce exceptional work for clients, both creatively as well as effectively, in multiple digital applications including, but not limited to, Web sites, Web banners, rich media, social media, and mobile
- Consulted directly with C-Suite clients to uncover brand challenges and deliver tailored, results-driven creative solutions, while also evaluating and elevating the performance of digital creative personnel.
- Led brand activation efforts for major clients including Nue Vodka, Samsung, Haggard Apparel, Pizza Hut, Watch Guard Video, Designed, produced and directed Walmart's Christmas Toy Catalog.
- Collaborated with TribalDDB/Dallas and multidisciplinary teams to execute innovative campaigns that increased market share for both Mountain Dew and Diet Pepsi.

EXECUTIVE IN RESIDENCE / Temerlin Advertising Institute, SMU

08/2009 - 07/2010

- 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 interactive 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.

EDUCATION

BA: Journalism / Advertising

University of Oklahoma

4-year NCAA Track & Field

Graduate work toward Master of Advertising

School of Visual Arts - New York, NY

KEY ACHIEVEMENTS

NUE VODKA: Developed and executed the launch strategy for a new premium vodka brand targeted to a 18–25-year-old demographic. Positioned the brand as a high-quality yet affordable alternative through a bold, social-first strategy that bypassed traditional web presence or print. Leveraged platforms like TikTok, X, Instagram, and Snapchat as primary engagement and promotional channels, resulting in Nue Vodka as the fastest-growing vodka brand within its first year. Becoming the premier and sole brand at the American Airlines Center.

RAPP WORLDWIDE: Led the digital rebranding initiative during a pivotal transformation period for the agency. Reimagined the company's website to reflect a modernized vision, enhancing both internal culture and external perception. The new interactive site significantly boosted digital visibility, increasing traffic by 365% from 700 weekly visitors to over 2,800 while reinforcing RAPP's reputation as an innovative and strategic industry leader. (Cannes Shortlist)

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*
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SKILLS & CORE COMPETENCIES

- *Brand Strategies*
- *Integrated Creative Strategies*
- *Cross-Functional Leadership*
- *UX/UI & Digital Design*
- *Global Campaigns*
- *Consumer Experience Strategy*
- *Revenue Growth*
- *Digital Storytelling*
- *Multi-Platform Campaigns*
- *Digital Innovation*
- *Creative Team Development*
- *Data-Driven Design*
- *Strategic Partnerships*
- *C-Suite Collaboration*