





KIM DRAKE

Marketer, Client Advocate, and Design Strategist



CONTACT

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EDUCATION

EVERGREEN STATE COLLEGE
B.A., Fine | Communication Arts

EXPERTISE

Change Management
Empowering + Inspiring Others
Storytelling + Media Strategy
Strategic Planning + Visioning
Thought Leadership Development
Client Pursuit Research + Strategy
Empathy-Driven Leadership

TOOLS

Salesforce + Vision Deltek
Microsoft Office suite
Smartsheet | PowerBI applications,
Adobe Creative Suite

2022/24 METRICS

BUSINESS DEVELOPMENT

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

EXPERIENCE

CLIENT ACCOUNT MANAGER | MARKET GROWTH DIRECTOR

Jacobs Engineering | February 2024 - Present

- Develop and implement Jacobs 2024 - 2025 architectural practice strategy.
- Grow Jacob's northwest architectural design performance, culture, and practice.
- Collaborate with executive leadership and key experts to elevate our global brand.

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.

MARKETING COMMUNICATIONS MANAGER

Microsoft | 1999 - 2006

- Branded education portal and positioned advisors for success.
- Increased program participation by 20%.
- Managed/edited all program content.
- Developed and implemented annual education forum (6,000+ employees).