



DREW LEVAN



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PROFILE

Since embarking on my professional journey in 2011, I have cultivated my expertise as a dedicated designer with a keen interest in branding and identity. It is immensely gratifying for me to breathe life into brands and campaigns, taking them from conceptual sketches to their ultimate realization.

My enriching career path has afforded me invaluable opportunities to refine my skills in diverse agency and in-house environments, resulting in a well-rounded and versatile designer.

I would love to work together and see what awesome things we can create!

EXPERIENCE

SENIOR GRAPHIC DESIGNER

GODFREY >

Godfrey Marketing (B2B agency)

March 2022–Present

- Created impactful advertising campaigns for construction equipment, flooring, industrial automation, and manufacturing sectors, resulting in increased market visibility and sales.
- Developed comprehensive campaigns across diverse print and web marketing channels, leveraging a range of strategies to broaden audience reach and engagement, leading to rises in conversion rates.
- Conceptualized and designed compelling trade show graphics for national and global sales conferences, contributing to growth in attendee engagement and booth traffic.
- Collaborated within dynamic teams ranging from 2 to 10 members, fostering collective creativity and efficiency in creating large-scale booth designs, video storyboards, brochures, and promotional materials, consistently exceeding project objectives.

SENIOR GRAPHIC DESIGNER



DiD Agency (Healthcare agency)

March 2020–February 2022

- Contributed significantly to campaign development as a key team member at a Top 100 Healthcare medical device company.
- Successfully managed a broad spectrum of design projects, including concepts, websites, trade show booths, brochures, banner ads, and marketing emails, resulting in impactful outcomes for a distinguished global leader in fertility treatments and pharmaceuticals.
- Cultivated effective collaboration between in-house and external developers, crucial in crafting a diverse range of web and mobile designs. This collaboration was particularly instrumental during the peak of the pandemic when adapting print materials to digital formats enabled seamless virtual meetings and sales calls.

SENIOR GRAPHIC DESIGNER

elevate®

Elevate Marketing (Healthcare agency)

September 2016–March 2020

- Pioneered logo and branding design strategies for pharmaceutical and healthcare brands, navigating challenges and diving into complex projects, ultimately establishing a distinct market presence and recognition.
- Played a pivotal role in conceiving and crafting campaign strategies, contributing significantly to the development of comprehensive marketing materials for a medical device company, amplifying brand visibility and market penetration.
- Collaborated on the creation of impactful marketing graphics for a groundbreaking opioid reversal injection, revolutionizing naloxone delivery and challenging industry norms, directly competing with Narcan, within a dynamic and fast-paced startup environment.
- Joined the agency shortly after its inception when it was comprised of only 8 individuals, quickly adapting to a dynamic environment. Embraced a steep learning curve, immersing in diverse projects and pioneering graphic elements for pharmaceutical and healthcare brands. Witnessed and contributed to the agency's growth, experiencing its expansion to over 20 team members.

SKILLS



INTERESTS



OTHER

Echo Design Studio *June 2023 - Present*



Co-founded Echo Design Studio as a collaborative venture with my wife, leveraging our unique creative skills. Focused on partnering with purpose-driven clients and local businesses, offering graphic design solutions aligned with their missions. Additionally, initiated the creation of diverse handmade products and crafts for online sales and local craft shows, aligning with our ethos of 'doing good' through creative endeavors.

CAREER BREAK

January 2016–August 2016

- Engaged in freelance work for individual clients and took on a short-term contract position at a small, dynamic agency consisting of a 2-person team, crafting compelling designs and branding initiatives.
- Volunteered at a dog training facility, nurturing a passion and acquiring extensive knowledge about dog behavior. Mastered creative problem-solving, tailoring solutions uniquely to each dog's distinct needs and traits.

MARKETING DESIGN SPECIALIST

The Inquirer

The Philadelphia Inquirer (In-house)

January 2014–December 2015

- Contributed as one of three key members in a compact marketing design team collaborating extensively across all departments within a large-scale company consisting of over 1000 individuals.
- Ensured consistent page layouts across The Philadelphia Inquirer, Daily News, and Philly.com to maintain cohesive brand recognition while concurrently developing various promotional materials. These materials, encompassing sell sheets, brochures, marketing emails, circulars, and landing pages, significantly contributed to increased advertising sales across all properties.
- Incorporated market research, sales data, and circulation insights to craft comprehensive pitch decks, financial trend analyses, and subscriber documents, leveraging valuable information for strategic purposes.

GRAPHIC DESIGNER

SNI

Sourcing Network International (In-house)

January 2011 - December 2013

- Integral member of a 4-person core team that spearheaded the branding for B-Iconic, a moderately priced fashion boutique with a distinctive color-centric merchandising approach. Led the creation of the brand's identity, including naming, logo design, store graphics, environmental visuals, and merchandising strategy. Managed communication with store locations and print vendors to ensure accurate graphics and sizing.
- Explored and executed rebranding strategies for Cloudz, collaborating with an external branding agency to conceptualize designs, develop packaging concepts, and craft graphics for diverse in-store displays.
- Oversaw the maintenance of graphics across multiple store locations, adapting packaging designs for point-of-purchase displays, and conducted product photography for web sales and advertising purposes.

VOLUNTEERING

DESIGNER AND FOSTER

All 4 Paws Rescue, Inc

March 2011 - Present



- Volunteered to revitalize the rescue's brand identity while dedicating considerable time to training and nurturing rescue dogs, ensuring they were well-prepared for placement in their forever homes.

ORGANIZER

Food Not Bombs - Harrisburg

January 2006 - January 2010



- Founded the Harrisburg Food Not Bombs chapter, building a volunteer team of 20-30 individuals weekly. Orchestrated food collection from diverse sources like restaurants, farmers' markets, and grocery stores. Prepared and distributed meals to those in need, primarily supporting individuals experiencing homelessness or lacking permanent housing. Although no longer directly involved, the Harrisburg chapter continues to thrive today based on the foundations established.