



ABOUT

Senior Marketing Designer with 12+ years of experience leading creative execution for multi-channel marketing campaigns, brand initiatives, and customer-facing experiences. Skilled at translating business goals into high-performing visual communications that increase engagement, strengthen brand equity, and support measurable revenue growth. Recognized for blending strategic marketing insight with exceptional design execution to deliver impactful creative across digital, print, and experiential platforms.

CORE SKILLS

- Brand Identity & Systems
- Marketing & Campaign Design
- Digital & Print Collateral
- Large-Format Design
- Conversion-Focused Design
- Layout, Typography & Visual Hierarchy
- Cross-Functional Collaboration
- Creative Strategy
- Concept Development

TOOLS

- InDesign
- Illustrator
- Photoshop
- Adobe XD
- Premiere Pro
- Chat GPT
- Claude

BOE ADKINS

Senior Marketing Designer | Marketing-Focused Creative Lead
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Portfolio: boeadkins.com • LinkedIn: linkedin.com/in/boe-adkins

PROFESSIONAL EXPERIENCE

Delavan Holdings • Lead Graphic Designer

Delavan, WI | January 2024–Present

- Lead creative direction and execution across multiple brands, ensuring alignment with marketing strategy and business objectives
- Develop and maintain cohesive brand systems across digital, print, and presentation materials
- Partner with cross-functional teams including marketing and leadership to support campaigns, product initiatives, and brand positioning
- Manage multiple high-priority projects simultaneously, delivering high-quality creative under tight deadlines

eBay • E-Commerce Manager

Woodstock, IL | October 2022–Present

- Managed end-to-end e-commerce operations including product listings, visual merchandising, inventory, and fulfillment
- Optimized product listings and visual assets to improve customer engagement and conversion performance
- Enhanced product presentation through strategic use of imagery, layout, and copy, driving stronger buyer interaction
- Built and managed vendor and logistics relationships to streamline operations and improve customer experience

Mecum Auctions • Graphic Designer

Walworth, WI | May 2019–October 2022

- Designed high-visibility marketing assets including auction catalogs, digital campaigns, and event branding for nationally recognized auctions
- Produced large-format and environmental graphics viewed by thousands of attendees per event
- Collaborated with marketing teams to support campaigns that increased bidder engagement and event attendance by approximately 4%
- Contributed to consistent brand execution across multiple high-profile events and platforms

Sticker Dude, Inc. • Graphic Designer

McHenry, IL | April 2018–May 2019

- Designed custom vehicle wraps for commercial clients, translating brand messaging into high-impact mobile advertising
- Delivered production-ready large-format files ensuring accuracy, quality, and efficient installation
- Worked directly with clients to develop visually compelling designs aligned with brand goals

Mat Holdings, Inc. • Graphic Designer

Long Grove, IL | February 2015–April 2018

- Executed branding and marketing materials across multiple subsidiaries, maintaining consistency across print and digital channels
- Designed presentations, brochures, and sales collateral supporting business development initiatives
- Supported brand development efforts and visual communication strategies across diverse product lines
- Produced marketing and event materials for large-scale audiences, strengthening brand presence across multiple platforms

EDUCATION

Associate of Applied Science – Graphic Communications
Gateway Technical College, Elkhorn, WI