

ADAM ZILES

Multi-dimensional creative
& wearer of many hats

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[View my portfolio at AdamZiles.com](#)

ABOUT ME

I am a multi-dimensional creative professional and wearer of many hats. Over the past 15+ years I've been in various creative, digital, and account roles through my own virtual agency for 7 years, working and freelancing for advertising and marketing agencies in California, Wisconsin, and Kansas City, and as a freelance designer/developer. I have also been involved with 10 startups – mostly in a creative/marketing role, including 3 years as working partner of a SoCal retail brand.

Over the years I have mentored and spoke to design students about being a professional and to startups/entrepreneurs about branding and marketing. I am active in both the local startup and freelance communities. For a number of months I was a guest on a small business/financial radio show with my own segment about branding.

RELEVANT EXPERIENCE

JOHNNY LIGHTNING STRIKES AGAIN Kansas City MO

Account Director :: 2017-Present

I brought my account, creative and, development experience, combined with my client-side startup and small business experience, to help this full-service marketing agency develop new business, manage accounts, and collaborate with the team on developing their clients' brand and marketing strategies and plans.

THE FREELANCE EXCHANGE OF KANSAS CITY Kansas City MO

Web Director :: 2016-Present

After joining this non-profit organization first as a member to be more active in the KC freelance community, I soon thereafter took on the web director role – representing the organization at events throughout KC and leading the design and development of a new website, which we launched in 2017.

ZILES CREATIVE Kansas City MO

Founder, Creative/Digital Director & Wearer Of Many Hats :: 2011-2017

I founded this virtual creative/digital agency around working with trusted, mostly local, and experienced freelancers with me taking on a multi-dimensional role with varying account, creative, and digital responsibilities.

Along with a team of 1-4, depending on the project, we provided branding, creative, and digital services to over 80 of my own clients—including international names like Cesar Millan, ecommerce brands like Luna Beach Swimwear, local restaurants, successful startups, and a number of companies over 50 years old.

In addition to collaborating with and directing other designers, developers, and copywriters, I also did a lot of the brand and web strategy, design, copywriting/content development, and web development work myself.

I developed new business, managed existing accounts, wrote proposals, managed projects, and led client meetings and presentations.

I was a contracted digital director for another agency for 2+ years on a number of their client web projects—including Masimo (with \$600M in 2016 revenue) and Patient Safety Movement Foundation (a non-profit with \$3M+ revenue in 2016).

SEROKA Milwaukee WI

Part-time Digital Designer/Developer :: 2010-2011

While at this marketing agency, I was a one-man digital team as a designer/developer on email, website, video, and social media projects, but also collaborated often with the senior art director and copywriters on strategy, design, and copy that was part of larger campaigns/projects with digital needs – including Optum, Credit Plus, Crunchmaster, Destaco, and Rexnord.

FREELANCER Los Angeles CA, San Diego CA, Milwaukee WI

Designer/Developer :: 2005-2011

I worked with my own clients and also for agencies – including Momentum Worldwide, VitroRobertson, PMK/HBH, and Scheibel Halaska – on a variety of design, website, and marketing projects, including designing and developing digital experiences and digital billboards for a General Mills Convention and a Wheaties event; the latter of which I also art directed and shot on-site photos of Jay Leno and General Mills executives.

I am both a creative and an analytical problem solver.
I am at my best when working on branding and the web.
I am a mentor and a teacher.

ADDITIONAL EXPERIENCE

SUMZUM Kansas City MO

Partner/Art Director :: 2012-2013

I collaborated with the team of this local dining card startup to develop the brand and marketing strategy, membership program, restaurant/vendor presentations, and integrated restaurant POS interface and technical solution. I was also responsible for the design of collateral, presentations, and website; plus, assisting sales in pitching the concept to restaurants and partners.

FUTURA Carlsbad CA

Art/Marketing Director :: 2008-2009

After selling our retail business, I joined this financial startup whose market was the financially underserved. They had around 20 employees when I started before the board made a decision to reorganize, fire everybody, and bring back only a handful of essential non-executives – including me.

I collaborated with sales and operations to reposition the brand and develop and implement B2B and B2C marketing strategies.

The digital team and I worked together to design and develop a new website which resulted in a new revenue source for the company.

In addition to typical art director responsibilities (i.e. design and production of all marketing materials), I acted as creative and technical representative for sales and development of private label projects – which included leading client meetings about website, web-based apps, and related marketing.

SURF DOG Redondo Beach CA, Laguna Beach CA

Principal, Art/Marketing Director :: 2006-2008

Early into my professional career, I became working partner of this startup retail brand and helped build the brand and market the business to dog and cat owners in the very competitive Los Angeles/Orange County market.

My partner and I worked together to design the retail and event space of the first location, which was a 3,000 sq. ft space with an outside garden/event space.

Once we had opened the first location, I designed and developed an ecommerce site and developed and executed an SEO plan that increased our brand awareness and customer base nationwide.

We had 2-3 employees, whom my partner and I would train and manage together.

I designed and developed content for all ads, signage, marketing collateral, and packaging for our own dog treat line.

KNOWLEDGE, TOOLS, TECHNOLOGY, SKILLS

UX/UI, Website, Web-based app, Branding, Design, Development, Marketing, PPC, SEO, Social Media

Adobe Creative Suite, Adobe Premiere, Keynote, Pages, and PowerPoint

HTML5, CSS3, Javascript, PHP, Bootstrap, Foundation, WordPress, Other CMSs

EDUCATION

2000-2004: University of Missouri-Columbia; Bachelor of Fine Arts (BFA), graphic design emphasis

80+

of my own clients/
accounts I've won and
worked on over the years
(not including agency work)

15+ years

creative and digital
work experience

13 agencies

freelanced for
(including Momentum
Worldwide, VitroRobertson,
PMK/HBH, Walz Tetrick,
Nth Degree, Seroka, and
Scheibel Halaska)

11 dogs

10 startups

7 years

operating my own virtual
creative/digital agency

3 years

as partner of a SoCal
retail brand