






# KEVIN RAPP

BRAND CREATIVE EXECUTIVE LEADER

## CONTACT

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 [Kevin Rapp](#)  
 [Portfolio](#)

## PROFILE

**Kevin Rapp is an award-winning, multi-disciplinary creative director** with vast experience ranging from start-up disruptors to Fortune 500 companies.

He executes high-quality, eye-catching work ahead of schedule and under budget, building brand integrity with custom multi-million-dollar campaigns. He's passionate about working with brands with a strong social mission and brings an authentically energetic presence to work.

**Brands:** Netflix, Twitter, Target, Microsoft, Verizon, Goodyear, Sherwin-Williams, NASCAR, Nationwide, National Geographic, Lunchables, Fazoli's, Bath & Body Works, FX Networks, American Greetings, WIRED, Scotts Miracle-Gro, Lenovo.

## EDUCATION

### COLUMBUS COLLEGE OF ART & DESIGN

Bachelor of Fine Arts in  
Time-Based Media Studies  
(Animation & Film)

## CORE SKILLS

Strategy Ideation  
Creative Direction  
Project Management  
People Management  
Risk Mitigation  
Emotional Intelligence  
Process Optimizations  
Training and Development  
Relationship Building

## WORK EXPERIENCE

### SENIOR CREATIVE DIRECTOR, PRODUCTION

Root Insurance | 2018-Current

Led mission-critical initiatives to transform and scale the brand from series-B funding stage to initial public offering and beyond. Honed creative leadership skills and collaborated extensively with executives to deliver quantifiable business value.

- Led strategy, concept, and creative execution of multi-million dollar campaigns, **tripling policy growth** from 2018 to 2022.
- Proactively developed several of Root's all-time highest-performing creative assets, executing creative hypotheses that expanded policy base.
- Played a critical role in scaling the brand, helping Root raise \$294MM in capital funding to become the first non-healthcare insurtech valued at over \$1B.
- Built the in-house video department from the ground up.
- Promoted to Senior Director and recruited to lead copy discipline as well, managing four direct reports and dozens of freelance and agency resources.
- Developed custom processes to deliver roughly 1,500 assets per year, **cutting per-deliverable costs by 75% and timelines by 50%**.
- Led initiatives with executive stakeholders, dramatically improving departmental reputation.
- Creatively managed the Clio award-winning [brand film](#) that launched the company's first sports partnership with NASCAR drivers Bubba Wallace. Expanded the film into a full-fledged campaign, delivering **over 3 billion impressions** with minimal media spend.
- Creatively supervised significant portions of branded content for the company's IPO launch, including the Investor Roadshow video and [Times Square Experiential Takeover](#). Demonstrated an executive-level understanding of the business and **supported a \$724MM launch**, Ohio's largest IPO to date.

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## AWARDS

Clio Awards  
National American Advertising  
Awards  
Shots Awards  
Anthem Corporate Responsibility  
Award  
Webby Award Nomination

## PRESS

MSNBC  
Fast Company  
Adweek  
Muse by Clio

## WORK EXPERIENCE CONTINUED

### ART DIRECTOR

Spacejunk | 2013 - 2018

Creatively led development of thousands of video deliverables for major brands and Fortune 500 companies, from broadcast television packages for National Geographic to custom brand experiences for Verizon. Developed the servant leadership skills to motivate and mobilize high-performing teams.

- Increased **volume of business by 10%** through exceptional creative execution and client relationship-building skills.
- Optimized output and **oversaw 150% more simultaneous projects** than company average.
- Managed dozens of artistic resources (both in-house and external) across multiple initiatives.

### ART DIRECTOR

StoneKap | 2007 - 2013

Executed hundreds of video initiatives and developed hands-on skills throughout entire production pipeline. Developed comprehensive subject matter expertise of complex technical skills, including 3D animation and visual effects.

- Supported business growth through superior client management.
- Promoted internally from post-production specialist to directorial leadership role.

**“Kevin was integral in positioning Root for its IPO.** His ability to manage, direct, and design both a powerful and technical narrative across many important deliverables was nothing short of remarkable. He demonstrated to the entire executive team his in-depth understanding of our business and his ability to redirect on the fly. It was amazing to witness.”

-Kelly Ruoff, Chief Brand Officer, Root Insurance

**“Kevin is amazing on all fronts.** He has been the go-to for problem solving and brand building. I have seen him lead his direct reports and those outside his org. He is top shelf.”

-Travis McCleery, Senior Product Design Manager, Twitter (ex-Netflix)