

# Kevin O'Keefe

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Proven leader with experience driving innovative digital strategies and delivering exceptional customer experiences through dynamic cross-functional team leadership and strategic product management.

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## Skills & Qualifications

- Strong communication skills, effectively engaging cross-functional teams, including C-Suite executives, application developers, system administrators, engineers, architects, sales, marketing, and support staff.
  - Proven leadership in managing diverse teams, encompassing creatives, developers, marketers, support staff, and external consultants.
  - Expert in digital design and web development with a comprehensive understanding of UI/UX principles.
  - Strong problem-solving skills and the ability to multitask effectively in high-pressure environments.
  - Artificial Intelligence (AI) experience with frontend chatbots and backend generative systems.
  - Balanced creative and analytical thinking, ensuring innovative and data-driven decision-making.
  - Extensive experience in team evaluations, training, and development.
  - Proficient in data auditing for research, validation, and continuous improvement.
  - In-depth knowledge of marketing campaign development across various platforms and channels.
  - Expertise in automated marketing strategies, including email, social media, and web forms.
  - Experienced in SEM, including SEO optimization, PPC management, and Google best practices.
  - Skilled in public speaking and delivering impactful presentations.
  - Proficient in budget management and financial oversight.
  - Strong documentation skills for creating and maintaining SOPs.
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## Career Experience

2017 – PRESENT

### Director of Creative Services / Tyler Technologies

- Direct and lead a team managing over 300+ IN.gov websites, ensuring design, development, maintenance, support, and training for over 1000 users.
- Responsible for maintaining and continuously improving the digital experience across all web properties for Indiana state government.
- Supervise support staff handling 100+ support tickets weekly, ensuring timely and effective resolutions.
- Organize and lead team scrums and stand-ups, driving collaboration and project progress.
- Partner with Application Development teams on UI/UX, user testing focus groups, A/B testing, and other customer-centric tasks.

## **Director of Creative Services / Tyler Technologies (continued)**

- Collaborate with Project Management to accurately estimate project timelines and optimize workflow processes.
- Coordinate with Sysadmin teams on infrastructure setup, both on-prem and cloud-based.
- Engage with C-Suite executives to align on goals and manage high-profile tasks with strategic oversight
- Liaise with Indiana government employees and elected officials on digital projects.
- Manage key relationships with third-party vendors, including Google, Zendesk, and others.
- Analyze third-party products and applications for future procurement and integrations.
- Manage internal applications and products, including feature roadmaps, client feedback loops, training materials, and internal process improvements.
- Work with global Tyler corporate teams to innovate products and enhance applications.
- Lead large-scale training seminars, webinars, and conference presentations on a large scale.
- Direct team hiring, promotions, raises, and overall personnel management.
- Develop and implement SOPs for internal processes and ensure ADA and 508 compliance in all projects.
- Conduct user testing sessions and market research to gain insight, validate direction, and refine user experience strategies.
- Oversee the annual budget for Creative Services, aligning financial resources with strategic objectives.
- Develop strategies for new launching new products in local and corporate portfolio, including pricing, communication, and marketing.
- Achieved 100+ awards in the past 7 years for contributions and project management.

2003 – PRESENT

## **Digital Consultant / Freelance**

- UI/UX consulting, front-end design & development, logo design, marketing materials, animation, video editing, graphic design, and commissioned art prints.
- Client work includes Hoosier Lottery, Carrier, Indianapolis Indians, Indiana Pacers, Rolls Royce, Purina, INDYCAR, Star Bank, Alere, Nyhart, Defender Direct, Indianapolis Airport, Eskenazi Health

2012 – 2017

## **Creative Director & Marketing Director / SmartFile**

- Led and managed digital marketing, creative, and design teams.
- Directed marketing campaigns with sales collaboration, increasing annual revenue from \$500K to \$4M.
- Managed company branding and internal marketing materials, ensuring consistent messaging across channels.
- Owned the product experience as the UI/UX design lead for the SmartFile web application, working closely with support, development, and dev/ops teams.
- Designed, developed, and maintained SmartFile websites, improving front-end efficiency for better user interaction.
- Created innovative marketing campaigns to drive growth, utilizing the latest SEO techniques to increase website traffic.
- Managed PPC campaigns across Google AdWords and social platforms, optimizing performance.
- Developed automated communication strategies with dynamic content, using event-based triggers for personalized outreach.

## **Creative Director & Marketing Director / SmartFile (continued)**

- Designed and produced engaging graphics and videos for marketing, sales, and support initiatives.
- Collaborated with senior leadership, sales, and other departments for creative problem-solving and campaign development.
- Managed contractors, freelancers, and interns on various creative and marketing projects.
- Set and oversaw the department's annual budget for creative, marketing, and advertising efforts.
- Produced written and visual content for corporate blogs, internal marketing, and application documentation.

2008 – 2012

## **Graphics Supervisor / Indianapolis Motor Speedway**

- Led the graphics team and freelance designers on various high-profile projects.
- Creative Director for the live VERSUS show "INDYCAR Open Wheel Weekly."
- Art Director for studio shoots, overseeing set design, camera motion, lighting, and aesthetics.
- Budgeted and produced graphics for client projects and internal marketing.
- Directed the 2010 INDYCAR marketing campaign commercial, earning a Gold Addy Award.
- Created graphics for major events like the Indianapolis 500 and Brickyard 400.
- Produced live broadcasts on VERSUS, ABC, and ESPN.
- Developed television and marketing graphics for high-profile clients.

2005 – 2008

## **Lead Content Developer / Seyet LLC**

- Led animation production, including estimates, storyboards, and final delivery.
- Created marketing materials, including websites, print handouts, and advertisements.

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## **Education**

### **Bachelor of Science in Computer Graphics Technology / Purdue, West Lafayette**

- Concentration in Computer Animation

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## **Technical Skills**

- **Software:** Adobe Creative Suite, Atlassian Suite, Experience Designer, Sketch, Google Analytics, Google Tag Manager, Google Webmaster Tools, Zendesk, Funnelback, Squiz Matrix CMS, Zapier, Hubspot, Salesforce, Moz, Optimizely, MailChimp, Formstack, Postman, GitHub, SmartSheets, Slack, Microsoft Office, Azure, CoPilot, ChatGPT.
- **Programming Languages:** HTML, CSS, SASS/SCSS, LESS, JavaScript, JQuery, CodeKit, JSON, XML.