

SAM MARINO

creative, art director, wannabe copywriter

SAMARINOCREATIVE.COM
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WORK EXPERIENCE

NORTON AGENCY AUG 2021 – PRESENT

ASSOCIATE CREATIVE DIRECTOR | ART DIRECTOR

- developed impactful full spectrum campaigns for a variety of B2B and B2C audiences within heavily regulated industries
- lead cross-functional teams to concept and produce effective video, social, print and digital work for global audiences
- mentored and managed editors, art directors, animators and writers

TEAM PEOPLE AT ALLSTATE JAN 2018 – JULY 2021

ASSOCIATE CREATIVE DIRECTOR | ART DIRECTOR

- developed creative concepts for social media and digital channels from ideation through final production.
- created story boards for internal and consumer facing videos
- managed a team of designers, editors and animators

SUITE PARTNERS JULY 2014 – JANUARY 2018

SENIOR ART DIRECTOR

- lead multi-functional project teams to develop creative effective advertising concepts, from ideation through final projects.
- worked on set with in-house production to create video content for TV and digital/social
- copy writing + art direction + creative strategy

ECHO MAGAZINE SEP 2012

ART DIRECTOR

- created template and styles for print and web magazine
- located and selected talent for image creation
- mediated design/editorial collaboration

FREELANCE

INDILAB

- created still and motion social media deliverables
- developed updated brand visual identity elements for website refresh

CARNIVALE CHICAGO

- created still and motion social media deliverables
- create print deliverables for marketing campaigns

HANDLEBAR CHICAGO

- created brand identity and print materials

CURBSIDE SPLENDOR PUBLISHING

- developed creative layouts for printed and digital literature

EDUCATION

COLUMBIA COLLEGE CHICAGO MAY 2010

BFA IN GRAPHIC DESIGN

SKILLS

- conceiving
- art direction
- copywriting
- photoshop
- illustrator
- indesign
- after effects
- premier

INTERESTS

- printmaking
- photography
- music composition
- all things culinary
- board games
- video games