

SAMANTHA NELSON

818.212.8311 | LOS ANGELES

SAMANTHAHOEY@GMAIL.COM

<https://www.samanthahoeynelson.com/>

password: SHNCREATIVE

ABOUT ME

STORYTELLER

360 advertising, branded entertainment, user-experiences, shopper marketing, e-commerce, and social good.

TRIBAL LEADER

Mentor, leader, down to earth and driven, inspire great work and trust

SKILLS

Creative Direction, Leadership, 360 Campaign Development, Experiential Marketing, Branding/Identity, Design Strategy, Project Management, Business Development, Copywriting, User Experience, Operational and Personnel Management, Social Media Platforms, Script Development, Video Direction, Excellent Verbal/Written Communication, Adobe Suite, InVision, Sketch, Jira, HTML.

EDUCATION

BFA Design - Radford University

MBA - University of Southern California

PERSONAL

4x LA marathon participant, writer, photographer, crafter, book enthusiast

EXPERIENCE

CREATIVE DIRECTOR/MARKETING STRATEGIST - 3/16 - PRESENT

Pitched and executed on various interactive, experiential, branding, and social media projects for a variety of advertising, marketing, pr, non-profit, and technology organizations.

Highlight Projects:

- Collaborated on market research and strategy presentations for brand expansion with an established manufacturing company.
- Crafted a new user experience strategy for a beverage company, bringing social aspects to the customer journey.
- Developed a variety of large scale branded entertainment augmented reality experiences for travel focused programs.
- Pitched a public relations campaign for California insurance lobby.
- Refocused a Food Products brand guide for their South American markets.
- Strategized a B2B campaign for an e-commerce company.
- Created strategy, content and creative for a series of web-based anti-virus articles.
- Defined a new identity for a United Nations AIDS Program
- Clients include: John Deere, Carnival Cruises, Drinks, Nickelodeon, Jet Blue, Elizabeth Glazier Pediatric Aids Foundation, California Association of Health Plans, Dole, Stamps.com, and Norton Antivirus.

LUNCHBOX - CREATIVE DIRECTOR - 4/13 - 3/16

- Developed and executed over 200 cobranded interactive and social campaigns for an array of CPG brands for large-scale retailers.
- Generated over 80% of agency revenue through key accounts, including Walmart, Target, Brands: Dove, Suave, Axe, Vaseline, TRESemmé, Degree, Hellmann's, Milk-bone, Purina, Puma, Keurig, Kraft, Fuji, Intel, Mattel, Hello Kitty.
- Led a creative tribe of 8-10 designers and writers to create excellent work in a manner that furthered the overall strategy of the business.
- Maintained the highest level of creative employee retention
- Strategized over 150 new business pitches from concept to execution.
- Maintained excellent client relationships within Walmart and Unilever
- Built strong relationships with cross-functional teams: (Social, Marketing, Business Development and Interactive)

RUSS REID - SR ART DIRECTOR CONTRACT - 8/12 - 3/13

- Drove e-commerce experience efforts and interactive initiatives in promotion of non-profit organizations.
- Applied user experience process and methods to digital fundraising projects. Conducted usability testing and IA documentation.
- Ideated and pitched experiential mobile application on first person experience of homelessness
- Developed non-profit campaign storylines across multiple channels
- Clients included: ES Breast Cancer Foundation, World Vision, LA Mission, and Operation Smile

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EXPERIENCE CONTINUED

DISNEY BRANDED ENTERTAINMENT ART DIRECTOR - 8/07 - 8/10

- Created dynamic, co-branded promotional campaigns.
- Developed strategic turn-key user-centered design solutions based on business objectives
- Maintained Disney brand, in cooperation with partner brand and business requirements.
- Supervised and directed internal design team and vendors.
- Facilitated creative communications, processes and procedures for clients, partners and vendors.
- Clients included: Hewlett Packard, Wal-Mart, Target, JC Penney, Sears, General Motors, Kraft, Kodak, Samsung, Hasbro, ToysRUs, Ubisoft, Sara Lee, AT&T, Jim Henson Company and Clorox.

LIFE SCRIPT - ART DIRECTOR - 4/07 - 08/07

- Constructed brand and editorial user experience, site architecture
- Lead member in core project team of editors, designers, and developers.
- Engineered an 80 percent dynamically driven portal website
- Practiced agile project management.
- Established procedures to successfully execute design, editorial and advertorial fulfillment.

SHOPZILLA - ART DIRECTOR - 11/05 - 04/07

- Executed and managed multiple e-commerce content and usability design projects.
- Created several new site concepts, which resulted in site wide redesign.
- Cultivated and managed design team, including resource/projects

PRIOR EXPERIENCE

TELEFLORA/PARAMOUNT FARMS SENIOR WEB DESIGNER - 08/03 - 11/05

Creative design concepts for online advertising campaigns and e-commerce websites.

CREATE DESIGN AGENCY - 08/01 - 11/05

Designed and developed websites and brand identities for clients such as Bryant Christie, US Cranberry, USAPEEC, USAEDC, Power Plates, Fanscape, Sunkist, WSU, 23rd St Jewelers.

TANGIS CORPORATION SENIOR DESIGNER - 06/00 - 09/01

Produced several identity projects such as creating product logos, packaging, trade show exhibits, corporate web site, print and online advertising and the creation of the corporate style guide. Research design and development of patented user interfaces.

ALADDIN KNOWLEDGE SYSTEMS DESIGNER - 12/98 - 01/00

Redeveloped design of product line identity and product applications.

TATTOO MEDIA WEB DESIGNER - 06/98 - 12/98

Composed and produced web design for clients such as: Elton John, Heart, and Microsoft.

RAIMA CORPORATON DESIGNER - 01/97 - 06/98

