

Samuel Dailey.

ART DIRECTOR & DESIGNER

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EDUCATION *

MICHIGAN STATE UNIVERSITY | Class of 2013

Bachelor of Arts in Creative Advertising | College of Communication Arts and Sciences

Focus on Art Direction and Design

EXPERIENCE *

SMZ ADVERTISING | Troy, MI

SENIOR ART DIRECTOR | June 2021 - Present

- Trained, mentored and managed Art Directors and Interns providing critiques and feedback to ensure quality deliverables
- Lead and presented design work and campaign ideas in new business pitches, winning Clif Bar and The North American International Auto Show as new clients
- Art directed still and video shoots for lifestyle and product campaigns
- Collaborated closely with media, production and account teams ensuring creative ideas align with campaign goals
- Effectively communicated storyboards, motion designs and concepts through client presentations

ART DIRECTOR | Feb 2014 – May 2021

- Designed cross-channel pieces for paid and organic social, digital display, video, print and out-of-home
- Created concepts and storyboards for broadcast TV and digital video, then worked closely with production teams through all phases of post-production
- Designed, animated and programmed HTML5 digital display

ART DIRECTOR INTERN | Oct 2013 – Feb 2014

- Developed creative ideas based on briefs and presented to internal team
- Assisted Art Directors with producing assets, helping to meet deadlines in a fast-paced environment



Portfolio: [SamDailey.net](https://samdailey.net)

SKILLS:

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Adobe Dimension
Graphic + Logo Design, Digital Photography, Blender, Tumult Hype 4, Typography, Social Media Design

BRANDS I'VE WORKED WITH:

CLIF BAR & Company, Detroit Red Wings, Detroit Tigers, Michigan Lottery, Grand Hotel, Comerica Bank, Smoothie King, Beaumont Health, North American International Auto Show, Planet Fitness, Guardian Alarm, Macomb Community College, Detroit Zoo, Community Choice Credit Union, Buddy's Pizza.

INVOLVEMENT *

The Adcraft Club of Detroit

- Member

Boy Scouts of America

- Eagle Scout | 2009