

# sam german

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sr. art director

## profile

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A multitalented Sr Art Director and Graphic Artist with expertise in creating dynamic multimedia marketing materials. With strong design skills and technical proficiency, I excel at transforming concepts into visually impactful designs that drive brand success. A self-starter who thrives both independently and in team environments, I'm eager to contribute my creative vision and problem-solving abilities to a dynamic, growing company.

## education

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SACRED HEART UNIVERSITY, Fairfield, CT  
Bachelor of Arts, Art & Design:  
Concentration Graphic Design &  
Marketing Minor  
Zeta Tau Alpha - Treasurer

## professional skills

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InDesign | Illustrator | Photoshop |  
AI | Midjourney | Adobe Acrobat |  
After Effects | Sketch | Keynote |  
Workfront | MS Office | Fine Arts |  
Social Media Platforms

## work experience

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**FCB Health** New York, NY | October 2020 - Present

**Sr. Art Director** - Kesimpta, Mayzent, sNFL, ONO Pharmaceutical, ONO DSE Campaign

- Leads and reviews the work of the creative team for all web, print, and digital marketing needs
- Provides proper placement, context and meaning of all graphic elements for every creative assignment within Kesimpta and ONO making sure they pertain to govt and brand guidelines
- Spearheads design work and creates print, packaging, direct mail, and booth displays
- Collaborates with global clients to design and produce a booth for their US debut at ASH'21
- Works daily with IPs and/or Account leads to ensure all deliverables and deadlines are met
- Presents work on client calls as well as assists creative leads when presenting work to clients
- Shares creative vision, art direction, and design for all projects with creative leads for approval before sharing with the larger team
- Delegates tasks to team members based on strengths and project priorities
- Partners with copy partner to brainstorm ideas for ONO DSE campaigns
- Finalizes campaign idea from a sketch format to a full campaign image
- Establishes campaign alongside CD selecting and managing outside illustrators and photographers
- Applied the new campaign art across ONO's print, digital, and booth exhibitions

**FCB Health** New York, NY | February 2020 - October 2020

**Art Director** - Novartis, KSM DSA Campaign, Kesimpta

- Possessed a creative mind when joining new team and worked effectively within the team to help build and foster a collaborative environment
- Produced emails
- Constructed ads for social media platforms (Twitter, Facebook, LinkedIn) as well as new animations for banner ads
- Conceptualized new ideas for pitch work

**Grey Group** New York, NY | November 2018 - January 2020

**Art Director** - Eli Lilly, Verzenio, Taltz

- Provided creative vision, art direction, and design for all projects for Verzenio and Taltz while adhering to brand guidelines and pharmaceutical government advertising guidelines
- Partnered with team to develop, design, and execute concept and layout for cross channel advertising initiatives based upon agreed strategy
- Designed and created print, packaging, direct mail, and booth displays
- Constructed ads for social media platforms (Twitter, Facebook) as well as new animations for banner ads
- Participated in concepting and brainstorming for new campaign and brand pitches
- Worked closely with team including creative directors, UX Designers, account directors, strategists to ensure work is delivered on time and exceeds client expectations
- Presented work in weekly client meetings
- Conducted cross brand meetings about guideline updates for new program Sketch

**Grey Group** New York, NY | November 2017 - October 2018

**Graphic Designer** - Eli Lilly, Verzenio

- Edited and created designs for client work using Adobe Suite
- Conceptualized and executed packaging designs for direct mailers

**Graphic Designer Intern Summer 2016** - Creative Department

- Designed and created print, packaging, display, and social ads for Beauty Team Advertisers including Clairol and Cover Girl Accounts for the Creative Team
- Designed template for future Covergirl presentations
- Assisted design team on Instagram and Snapchat updates for Cover Girl Researched current beauty trends and collaborated with team on what to post for joint social media account with FIT
- Managed and illustrated start up posts for joint venture with Fashion Institute of Technology for student work Instagram project
- Contributed to brainstorming session with Pandora Account team and Facebook for Holiday Campaigns
- Graphic Design Team lead for Grey Intern 2016 Papa John's Campaign Project

**LIBPO Sexton Island True Blues** Long Island, NY | Brand Development, Graphic Designer

**Bambootique** Ocean Beach NY | Manager, Graphic Designer