

SAM WILSON CREATIVE PRO

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Design specialist offering 15+ years experience in overseeing, envisioning, and developing creative concepts for advertising, marketing, branding, healthcare, entertainment, non-profit, corporate, and small business.

EXPERIENCE

Mount Sinai Health System - Creative Manager, Digital Marketing and Social Media 2017 - Present

Oversee creative direction, design implementation for ad campaigns, email, social media, and UI/UX for 8 Hospital healthcare system websites, with over 2 million unique visitors per month. Website is at the forefront of informing the public, patients, and staff amid the COVID-19 pandemic in the US.

- During the first 3 weeks of the crisis, patient emails had an average open rate of 42% and 7% CTR. Resulting in 86k visitors and 161k unique page views.
- Direct patient-centered photoshoots. Maintain budget under 50%, saving over \$100k.
- Primary point of contact for branded signage projects, managing \$300k+ in ventures.

With A Mouse Design - Principal/Art Director 2009 - 2017

Sustained portfolio of 80+ clients to develop websites, branding, and advertisements. Clients included:

NBA, Under Armour, the Office of the NY State Comptroller, in addition to entertainment, corporate and small businesses.

- Conceived 50+ album covers designs and 200+ Logos.
- Refreshed the 250-year-old logo for Columbia Grammar and Preparatory School.
- In 2013, devised key art and marketing for New York City's Largest Hip-Hop event.

Project 2050 - Senior Art Director 2008 - 2009

Spearheaded creative for print and web. Provided leadership and guidance to designers and freelancers.

- Launched guerrilla campaign that built awareness for Nike store opening through street teams and giveaways.
- Partnered with Target and record labels to activate co-branded events for music artists.
- Collaborated on \$6.1 million, 360 campaign that concentrated on individualism of New Era Cap consumers.

Showtime - Art Director 2006 - 2007

Conceptualized with Creative Directors for marketing and advertising campaigns for the Cable television network.

- Campaigns resulted in 58 million net impressions and estimated total media value of \$1.5 million. Subscriptions increased by 22.5% from previous quarter.

Spitkicker.com - Art Director 2003 - 2006

Developed advertising and marketing initiatives for the startup online community created by Grammy Award-winning Hip-Hop group, De La Soul.

- Raised awareness and promoted projects for artists and personalities like Kanye West and Dave Chappelle.
- Undertakings comprised a SiriusXM satellite radio show, event planning, artist chats, charitable projects, and 150k+ subscriber newsletter.

AFFILIATION

The Harold Hunter Foundation - Advisory Board member 2007 - Present

Providing at-risk youth with skate clinics and mentoring with skateboarding industry professionals.

- Raise over \$50k yearly to provide scholarships to summer skateboard camps.

SFX Youth Sports - Head Baseball Coach 2018 - 2019

Educated and mentored 13 seven and eight-year-old boys through an undefeated, 11-game season.

- Instructed kids on the fundamentals of the sport. Emphasized teamwork and fostered sportsmanship.

EDUCATION

Syracuse University - Bachelor of Fine Arts in Advertising Design

CORE SKILLS

Project Management & Strategy, Relationship building, Collaboration

TECHNICAL SKILLS

Adobe Creative Suite, Sketch, InVision, Salesforce Marketing Cloud, WordPress, Bannersnack, HTML, CSS, JIRA, Asana, Trello, Slack, print/web production