



SAM KIM

ASSOCIATE CREATIVE DIRECTOR

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EXPERIENCE

HAVAS, HEALTH & YOU JUN '22 - JUL '23
VP, ASSOCIATE CREATIVE DIRECTOR NYC

Managed small team on major DTC campaign launch. Partnered with strategy, account and clients on positioning. Led design sprints focusing on UX and campaign looks for other HCP accounts including branding & identity work for biotech startups.

CLIENTS: Amgen, Pfizer, AbbVie/Genmab, Sanofi, Ipsen, Kyowa Kirin, Phathom Pharmaceuticals, ReNAGade Therapeutics

FCB NEW YORK JUN '21 - JUN '22
SENIOR ART DIRECTOR NYC

Assisted with new brand campaign launch initiatives. Led implementation of modular CRM design system. Oversaw direct mail program with limited budget. Improved call and lead volumes by 264% in one quarter across all segments and regions.

CLIENTS: Empire Blue Cross Blue Shield, Florida Blue, GuideWell Health, Braven Health

COMCAST, GOOD KID APR '21 - JUN '21
ASSOCIATE CREATIVE DIRECTOR (FREELANCE) NYC

Worked on acquisition focused 360° campaign to promote the 2022 Winter Olympics leveraging NBC's relationships with athletes/Olympians, boosting brand affinity and trust. Key metrics based on recall, creative efficiency and brand connection.

CLIENTS: XFINITY, NBC Sports, Pandora Music

VOX MEDIA, NEW YORK MAGAZINE JAN '18 - JUL '20
SENIOR ART DIRECTOR/NYMAG BRANDED CONTENT DESIGN LEAD NYC

Provided creative direction for 80+ projects upholding editorial standards for multiple brands and media platforms. Worked closely with CMO & sales team pitch/sell through custom integrated media packages increasing average deal size consecutive years. Identified organizational needs, implemented new article formats and ad products using audience data and insights.

CLIENTS: Audi, Volvo, Netflix, AMC, HBO, Microsoft, Visa, PayPal, WeWork, Asics, DraftKings Nation, Crown Royal, David Yurman, Hermes

SAPIENT RAZORFISH SEP '17 - NOV '17
SENIOR ART DIRECTOR (FREELANCE) NYC

Supported small team in successful new business pitch. Strong focus in UX, design and information architecture.

CLIENT: GAF Materials Corporation

ATMOSPHERE PROXIMITY, BBDO JUN '12 - SEP '17
SENIOR ART DIRECTOR NYC

Helped grow new and existing business for key clients. Developed concepts and tactics for Visa NFL's social driven UGC integrated advertising campaign, #MyFootballFantasy. Design lead for Citibank iPad sales app and interactive sales walls.

CLIENTS: Citibank, Visa, NFL, Emirates Airlines, Dubai Tourism, Imperial Tobacco Group, Depuy Synthes, Johnson & Johnson, Teladoc

TRIBAL DDB OCT '10 - JUN '12
SENIOR VISUAL/UX DESIGNER NYC

Developed customer acquisition focused campaign with small team resulting in 66% more sign ups from the previous year.

CLIENTS: NFL, Reebok, H&R Block, Exxon Mobil, Hiscox Insurance, Pfizer, Advil, Robitussin, ThermoCare, Johnson & Johnson, Merck

OGILVY & MATHER APR '10 - OCT '10
ART DIRECTOR (FREELANCE) NYC

Developed concepts for successful new business pitch. Worked on various print, direct mail & digital projects across brands.

CLIENTS: Citizens Bank, TD Ameritrade, SAP, Time Warner Cable, UPS, Gunthy-Renker, Proactiv, Colorado Technical University

TRIBAL DDB MAY '08 - APR '10
JUNIOR ART DIRECTOR NYC

Specialized in digital designing websites, banners, emails. Helped support on various production and design tasks.

CLIENTS: NFL, Diageo, Neutrogena, Clean & Clear, Aveeno, Pfizer, Johnson & Johnson, Merck, GSK, Sanofi, CIBA Vision

EDUCATION

UNIVERSITY OF MICHIGAN, SCHOOL OF ART & DESIGN SEP '02 - APR '06
BACHELOR OF FINE ARTS ANN ARBOR, MI