
SAMANTHA MARION

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samanthamarioncreative.com

Creative Director with nearly 20 years of industry experience spanning agency life, contract collaborations, and corporate in-house marketing. Adept at leading creative teams, managing cross-functional projects from conception to completion, and developing thoughtful solutions that blend design, strategy, and storytelling. Passionate about crafting compelling visual narratives and optimizing creative workflows to enhance brand storytelling. Seeking a new challenge where I can leverage my expertise in design, leadership, and strategy to make a meaningful impact.

SKILLS

Design Tools

Adobe Suite: Illustrator, InDesign, Photoshop, XD, Acrobat

Creative + Strategy

Visual + Verbal Brand Identity Design, Brand Strategy Development, Collateral Design, Product Design, Narrative Storytelling, Campaign Development

Marketing

Brand Strategy Implementation, Social Media Content, Campaign Planning, Email Marketing

Workflow Tools

Notion, Dropbox, Mailchimp, Constant Contact, Slack, Google Workspace, Zoom, Kontentino, PowerPoint, Canva

Leadership

Team Collaboration, Project Oversight, Concept + Ideation, Implementation + Activation, Client Relations, Art + Creative Direction, Mentorship

EXPERIENCE

Creative Director

Hello Big Idea | 2019 - Present

- Lead and mentor a creative team of 3-6 in the development of comprehensive brand and marketing initiatives from initial concept to final execution, overseeing multiple projects at one time and working cross-functionally with trusted partners and external vendors.
- Manage client relationships, facilitate and lead client presentations, feedback sessions, and strategic discussions to align with business and contract objectives while assisting account management, ensuring a seamless workflow and high-quality creative output.
- Develop supporting marketing strategies including social media, email, and other correlated initiatives to drive brand awareness and client goals.

Owner + Designer

Happenstance Studio | 2016 - 2019

- Founded and led boutique design studio focused on brand identity design and development, creative direction, and creative consulting for small businesses and entrepreneurs.
- Managed all design and strategy, client relationships, and project timelines from initial sales call to final export and delivery of files.

Senior Graphic Designer

American Century Investments | 2011 - 2016 (FT Contract) + 2014 - 2017 (FT)

- Created internal and external marketing materials within brand standards while working closely with internal cross-discipline teams on campaign concepts and visual executions for a variety of marketing needs.
- Contributed to and upheld long-term brand consistency through high-quality design and communication.

Graphic Designer (Contract)

LandAJob | 2009 - 2011 + 2017 - 2019

- Delivered design work across a variety of industries, including Hallmark.
- Produced print and digital collateral to support client initiatives and temporary needs on both short and long-term contract-basis.

EDUCATION

Associate of Arts and Sciences, Graphic Design

Johnson County Community College | 2007