

sam hampel



WORK EXPERIENCE

Art Director | Inizio Evoke Communications 2021 - Present

Collaborating with internal teams and clients to develop a vision, conceive designs, and manage graphic design projects from concept through completion.

Working within constraints of existing branding and language guidelines to create innovative designs.

Graphic Designer/Social Media Manager | Munroe Creative Partners 2019 - 2021

Managed multiple social presences, including social strategy, content creation, customer engagement and reporting

Design/animation for emails, social media, and digital advertisements

Campaign development, print and mailer design

Communications Intern | Penn State Office of Undergraduate Education 2016 - 2019

Designed print and digital graphics and flyers for 21 offices

Full campaign design for Penn State Reads, including building a website through WordPress and creating collateral for the program

Student advisor/designer for multiple University-wide marketing campaigns

Founder | samonstage.com 2012 - 2016

Established and maintained an online business distributing original designs on phone cases, stickers, & apparel

Developed relationships with international vendors and sold over \$30,000 of product

Distributed products all over the world and developed an online personal brand (samonstage) to over 250,000 followers on social media platforms

Marketing/Social Media Executive | CommAgency, Penn State 2016-2019

Established the initial brand for College of Communications funded Penn State student-run agency, including logo and website design

Creation and execution of social media strategy

EDUCATION

Advertising **Penn State University**

Minors: Digital Media, Trends & Analytics, Business, and International Studies

SKILLS

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom

Typography and Illustration Hand-Drawn and Digital

Social Media Strategy & Management