

# SAMANTHA SULLIVAN



*photography art director*

## profile

Photographer turned art director enthusiastic about creating storytelling and problem solving imagery. Equipped with a passion for creativity and a deep technical understanding of photography.

## contact

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## skills

Art Direction  
Product Photography  
Lifestyle Photography  
Lighting  
Retouching  
Prop Styling  
Graphic Design  
Typography  
GIF Creation

## programs

CaptureOne  
Adobe Photoshop  
Adobe Lightroom  
Adobe Illustrator  
Adobe InDesign  
Nikon, Canon, Sony

## education

High Point University  
High Point, North Carolina  
Bachelor of Arts  
Major: Graphic Design  
Minor: Photography  
2013–2017

## experience

### Stoney Clover Lane, New York, New York

Photography Art Director | May 2023 — Present

Associate Art Director | April 2022 — May 2023

- Directs creative vision of all brand photography across campaign, lifestyle, e-commerce, social and video needs. Focused on blending artistic storytelling with brand and business strategy
- Leads and manages photoshoot pre-production including conceiving, budgeting, building shot lists, location scouting, strategizing video needs, and prop direction.
- Selects crew for shoots including photographers, videographers, stylists, hair and makeup artists, providing direction and briefs
- Provides on-set art direction at all shoots and makes final selects and crops.
- Supervises post-production retouching, color correction, and video editing, ensuring assets meet quality standards and are delivered on time and in budget
- Partners cross-functionally with Co-Founders, Director of Marketing, Senior Director of Digital, Senior Director of Wholesale and Senior Director of Partnerships to ensure all departments photography needs are met to support business goals
- Develops photography styling and retouching guides to establish efficient workflows and ensure all visuals meet quality standard
- Oversees branding and graphic design of campaigns to ensure a cohesive flow between photography and assets. Directs use of campaign imagery across social and digital platforms
- Photographs and retouches UGC content and smaller campaigns as needed

### Color Street, Totowa, New Jersey

Photographer | December 2020 — April 2022

- Managed creative studio's projects - scheduling, budgeting, prop sourcing, communicating across departments regarding needs, ensuring assets are delivered on time
- Photographs all e-commerce product photos to produce web swatches
- Photographs all campaign and lifestyle imagery to be used across website, print, and social marketing
- Responsible for all color correction and retouching

Graphic Designer | August 2019 — December 2020

Junior Graphic Designer | August 2017 — August 2019

- Created marketing assets used by community of 100k+ independent consultants to sell product, including digital product launch posters, social media photos, GIFs, email templates, banners
- Designed and executed all email graphics
- Conceptualized and designed ready-to-print marketing materials such as flyers, postcards, posters, business cards, brochures, and mailing inserts
- Created templates for various uses such as presentation decks, event invites