

SAMANTHA KARASINSKI

EXPERIENCE

June 25 - Present

VaynerMedia

Senior Art Director

Leading the end-to-end production of 200+ assets per month, guiding creative from initial strategy and concepting through to execution with a social-first perspective. My work spans the development of creator and influencer content, as well as overseeing photo and video productions. I serve as the lead art creative across a wide range of initiatives - including monthly social calendars, new product launches, seasonal tentpoles, and full-scale 360° campaigns. I collaborate closely with internal teams, clients, and agency partners to align on creative direction, ensure cohesive brand storytelling, and deliver high-impact visual content across all touchpoints.

Clients include: Ulta Beauty

Aug. 24 - June 25

Dentsu

Senior Art Director

Led creative projects across digital media, performance creative, social, photo + video productions, new business pitches and comprehensive 360 marketing efforts. Managed diverse projects from start to finish, while nurturing client relationships and ensuring high-quality deliverables. Demonstrated a proven ability to balance creative vision with strategic objectives.

Clients included: Sargento, Chevron, Subway, Illinois Lottery, T-Mobile, Burger King, 7-Eleven.

Mar. 23 - Aug. 24

Lippe Taylor

Art Director

Spearheaded end-to-end creative initiatives, including social media, experiential activations, logo/brand identity design, and 360 campaigns. Managed diverse projects, from video/photo production to visual identity system development, while maintaining strong client relations. Additionally, played a pivotal role in team learning as part of the AI task force, mentoring junior creatives, and contributing expertise to celebrity campaigns.

Clients included GODIVA, Waterloo, Allergan Aesthetics, Skinmedica, JUVEDERM, Coolsculpting, Botox, Dos Equis, Core, Bai, Sour Jacks, Proactiv, Hyland's Naturals, Cetaphil, Drumstick, Dr. Scholl's, High West, and Green Mountain Coffee.

June 22 - Mar. 23

Lippe Taylor

Junior Art Director

Led creative executions catering to new business ventures and client needs, overseeing diverse platforms such as print, digital, social, video, and animation. I led the execution and post-production of several photo and video productions for renowned brands, while ensuring high-quality deliverables across multiple campaigns and initiatives.

Clients included GODIVA, Waterloo, Allergan Aesthetics, Skinmedica, JUVEDERM, Coolsculpting, Botox, Dos Equis, Hyland's Naturals, and Differin

June 21 - June 22

Lippe Taylor

Freelance Art Director

Led creative on several social accounts, as well as contributing to executions for print, digital, social, video, and animated assets.

Clients included GODIVA, Differin, Cetaphil, Jergens, Botox, Mentor, Proactiv, Tarsus, Albireo, Ellacor, Waterloo, Sun Maid, and NatureMade

Dec. 20 - May 22

FIT Activities Board

Director of Marketing

Managed the Marketing team, overseeing the creation of diverse assets, including social media content, print materials, event collateral, motion graphics, and videos. Planned and executed events such as the Semi Formal and Commencement, managed all social platforms including the organization's website, and established a new visual identity + branding system. Additionally, coordinated with clubs, organizations, and external vendors, engaged in public speaking and event hosting.

Jan. 21 - May 21.

Princeton Strategies

Freelance Designer

Led creative execution of print and digital assets for a range of events, as well as social graphics and trend research.

May 20 - Dec. 20

FIT Activities Board

Graphic Designer

Created assets across social, print, video, and motion graphics. Planned and hosted events, developed marketing strategies, and crafted engaging TikTok and Instagram Reels content.

EDUCATION

Fashion Institute of Technology

Advertising & Digital Design BFA
Communication Design AAS
History of Art Minor

SKILLS

- Adobe Creative Suite
- AI Art
- Midjourney
- Illustration
- Social Media
- Branding
- Presentation Design
- Production
- Post-Production
- UX/UI
- Figma
- Microsoft Office Suite
- Shoot Direction
- Typography
- Concepting
- Project Management
- Client Presentations
- Comps
- Creative Problem Solving
- Video Editing
- Animation
- 360 Campaigns
- Content Creation
- Creative Direction
- Social trends knowledge
- Photo editing and retouching
- Paid Social Content

CONNECT

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