SAMANTHA KARASINSKI

EXPERIENCE

Oct. 26 - Present

VaynerX
Associate Creative Director
Drive creative direction for integrated campaigns from initial strategy and concept development through execution, leading social-first initiatives, 360 campaigns, product launches, and seasonal tentpole activations. Oversee end-to-end creative production across creator and influencer content, photo and video shoots, and multi-channel brand experiences. Serve as a senior creative lead, guiding visual storytelling, establishing cohesive brand direction, and ensuring creative excellence across all touchpoints. Partner closely with clients and internal teams to align strategic objectives, lead collaboration, and deliver impactful, culturally relevant work.

Clients include: Ulta Beauty

June 25 - Oct. 26

VaynerX
Senior Art Director
Led 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. Work spanned the development of creator and influencer content, as well as overseeing photo and video productions. Served as the lead art creative across a wide range of initiatives - including monthly social calendars, new product launches, seasonal tentpoles, and campaigns. Collaborated closely with internal teams, clients, and agency partners to align on creative direction, ensure cohesive brand storytelling, and deliver high-impact visual content.
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.

March 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 - March 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

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EXPERIENCE CONTINUED

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

CONTACT

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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