

SAOUL VANDERPOOL

CREATIVE LEADER

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SUMMARY

I have a unique blend of experience that extends beyond traditional roles. My agency work ranges from packaging and designing kiosks to digital and social campaign creation for major brands. I've developed strategic presentations for client retention and to win new business. My in-house creative leadership honed my skills in interdepartmental communication, team building, and mentorship. This hybrid experience makes me an agile leader capable of driving any organization's creative and brand strategies.

EDUCATION

M.A.

2009-2012

New York University

I completed graduate studies in Graphic Communication Management and Technology.

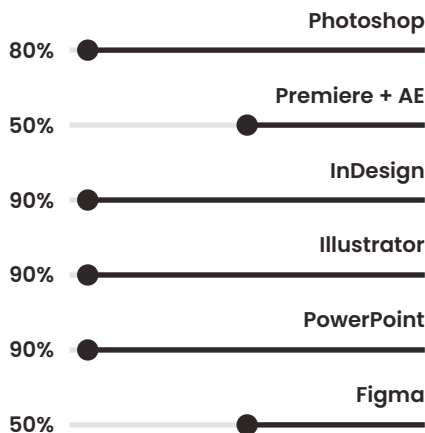
B.A.

1998-2002

University of Maryland Baltimore County

My undergraduate degree was in Visual Arts with an emphasis in Graphic Design.

SKILLS



WORK EXPERIENCE

VP, Creative

JAN, 2021-Present

92NY (A legacy arts and culture organization)

Developed strategic creative initiatives that resulted in the acquisition of partnerships and capital contributions exceeding \$90 million.

- Spearheaded rebranding efforts, scaling and mentoring creative teams.
- Managed creative operations of a world-renowned cultural center, including budget oversight and workflow management.
- Led cross-functional teams to execute integrated marketing campaigns, driving brand awareness

Creative Director

AUG, 2018-DEC, 2020

Audacy (The second largest radio broadcaster in the world)

Developed and implemented creative strategies to increase audience engagement and drive revenue growth

- Led Creative Marketing Team for a multi-channel media conglomerate, spanning podcast, radio, and events.
- Spearheaded rebrand including sonic branding, digital advertising, and product/consumer marketing.
- Managed ad sales marketing and national business development, enhancing sales collateral and securing sponsorships up to \$2 million.

Art Director

NOV, 2017 - JUL, 2018

Turner Broadcasting

- Designed for events like NBA Final Four and Screen Actors Guild Awards .
- Collaborated with the marketing team to develop innovative concepts and designs, ensuring brand consistency and effective communication of key messages

EXPERTISE

- Leadership •
- Design Thinking •
- Creative Direction •
- Product & Consumer Marketing •
- UI/UX •
- People Management •
- Prototyping •
- Project Management •
- Graphic Design •
- Branding •
- Typography •

ACHIEVEMENTS

2022 GDUSA WINNER

This award honors the best graphic design work of the year in categories across all media - including print and collateral, branding and packaging, advertising and sales promotion, direct mail and direct response, magazines and books, signage and wayfinding, broadcast and video, internet and interactive, and, of course, social media. This year they received more than 14,000 entries. Of these, fewer than 10% have been named a winner.

UI/UX DESIGN COURSE •

New York Code + Design Academy

AFTER EFFECTS COURSE •

School of Motion

INTERESTS

- New Technologies
- Fitness
- Media/Entertainment
- Arts & Culture
- Travel
- Sci-Fi

WORK EXPERIENCE — CONTINUED

Art Director

MAY, 2017-NOV, 2017

Storyful (A global news and intelligence media agency owned by News Corp)

Developed creative to market licensed UGC-social media assets to leading platforms, corporations and other media organizations

- Created a cohesive brand visual, driving marketing and sales collateral improvements.
- Redesigned marketing materials and crafted CEO's keynote presentations

Lead Creative

MAY, 2016-MAY, 2017

Aura (A SAAS all-in-one digital safety and protection solution)

- Creative direction for digital ad campaigns, re-engineering materials to align with the brand
- Developed cohesive marketing and sales materials reflecting the master brand's tone

Digital Art Director

SEP, 2015-APR, 2016

CBS Interactive

Led creative for product marketing, guiding pre-sale and post-sale branded content, and successfully facilitated pitches, achieving positive ROI.

- Developed creative for new business pitches and client retention
- Collaborated with cross-functional teams to develop and execute digital design strategies that align with brand guidelines, optimize user experience, and boost engagement

Founder

JAN, 2014-AUG, 2015

Heed Media (A multicultural media startup)

Launched a digital startup, securing clients such as HTC and the U.S. Marines, and achieving notable success in print and digital formats.

- Identified strategic partnerships to expand brand reach
- Led creative direction to ensure alignment with brand values and style

Art Director / Sr. Editorial Designer

JUN, 2008-DEC, 2013

The Salvation Army

Pitched and helped develop the creation of a in-house studio division, ensuring brand consistency and aligning creative concepts with The Salvation Army's mission.

- Developed and implemented a visual brand strategy across all media channels.
- Led creative design for global publications.
- Collaborated with external partners to introduce innovative design concepts.