

Samantha Janel Novak

samanthajanelnovak.com | samanthajanelnovak@gmail.com | (804) 591-8879 | Richmond, VA

EDUCATION

University of Missouri; Columbia, Missouri

Bachelor of Journalism in Strategic Communication & Art Direction, August 2019 — July 2023

Cum Laude Latin Honors

EXPERIENCE

Freelance Graphic Designer, Self Employed | Richmond, VA; August 2023 — present

- Developed brand standards and brand guidelines for emerging brands, providing creative services including logo design, asset creation, copywriting, and website design.
- Designed custom, responsive websites for both individuals and businesses.

Senior Intern, University of Missouri (MU) News Bureau | Columbia, MO June 2022 — July 2023

- Ensured seamless onboarding of new interns through training and ongoing mentoring.
- Maintained smooth office operations by managing duties such as ordering supplies, and tracking and reporting expenses.
- Promoted student achievements by overseeing our “Student Honors” program, which consisted of writing, assigning, and tracking press releases.

Multi-Media Production Intern, MU News Bureau | Columbia, MO; March 2021 — July 2023

- Ensured smooth collaboration with local news outlets by managing incoming media requests and tracking media placements.
- Photographed campus events for social media and the University of Missouri news site.
- Shared stories of university faculty, students, and alumni by writing feature stories, accolades, and press releases, creating photo and video packages, and designing graphics and feature images.

Art Director, MOJO Ad | Columbia, MO; August 2022 — May 2023

- Led and managed a team of 11 in the creation of an award winning industry report entitled “Standing Ovation” through the production of photo, video, and social media content.
- Designed an engaging and informative presentation deck to communicate primary and secondary research investigating the Gen Z demographic to over 150 industry professionals.
- Developed team branding and assists including a 3D logo, animations, headshots, and a team intro video.
- Collaborated with social media team to promote our presentation across social platforms.
- Led and managed a team of 11 in the production of an award-winning cross-channel campaign pitch for Sour Patch Kids.
- Worked alongside copywriters, strategists, and account teams to create merchandise, social media content, video spots, out of home and experiential advertising.
- Designed a 100+ page plan book and assisted in the design of 60+ slide pitch deck.

AWARDS & HONORS

- American Advertising Award - Art Direction, Silver (2024)
- Graphic Design USA Digital Design Award (2024)
- D&AD New Blood Portfolio Award (2024)

SELECTED SHOWS

- “Contemporary Portraiture”, PH21 Gallery - Budapest, Hungary (2023)
- “Abstract”, Soulard Art Gallery - St. Louis, MO (2023)
- “May Mixed Media Show”, ArtWorks Gallery - Richmond, VA (2024)
- “Significant Colour”, PH21 Gallery - Budapest, Hungary (2024)

SKILLS & PLATFORMS

- Adobe Creative Cloud - Photoshop, InDesign, Premiere Pro, Illustrator, Bridge, Audition
- Photography - digital photography, retouching, studio lighting
- Presentation Design - Keynote, PowerPoint, Google Slides, Canva
- Website Design - Framer, Figma