

Samantha Janel Novak

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EDUCATION

D&AD New Blood Academy | September 2024

University of Missouri | Columbia, MO | August 2019 — July 2023

Bachelor of Journalism in Strategic Communication and Art Direction; Cum Laude Latin Honors

EXPERIENCE

Photography Studio Assistant, Dementi Studio | Richmond, VA | September 2024 — present

- Assisted in post-production processes such as culling, proofing, and editing for studio and location photoshoots.
- Assisted in day-to-day studio operations such as fulfilling photo orders, managing appointments, and managing invoices.

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.

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 MU faculty, students, and alumni by writing feature stories, accolades, and press releases and creating photo and video story packages.

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)
- D&AD New Blood Academy Attendee (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