



Samantha Homes

CREATIVE DIRECTOR

Innovative Creative Director with 10+ years of experience crafting compelling brand narratives and leading high-performance creative teams. Known for balancing strategic vision with hands-on creative execution to deliver impactful campaigns across digital and traditional media.

EXPERIENCE

CREATIVE & MARKETING DIRECTOR

The Social Bullpen

2023-2025

- Led agency transformation by implementing workflow systems and project management solutions to optimize team productivity
- Directed creative strategy and execution for clients—overseeing brand development, digital marketing, and client communications
- Managed cross-functional team of content creators, social media specialists, and video editors while providing hands-on design support
- Developed custom client portal for marketing requests, streamlining project intake and resource allocation
- Spearheaded end-to-end creative services including web design, social media strategy, and multimedia content production
- Developed and maintained client websites

CREATIVE DIRECTOR

Locus Fermentation Solutions

2018 - 2023

- Scaled creative operations from single entity to 6+ operating companies, building and leading design/marketing teams from ground up
- Spearheaded development of unified brand architecture and visual identity systems across diverse industry verticals, ensuring cohesive messaging and design language
- Led integrated campaigns including digital/print collateral, UI/UX design, and brand storytelling
- Drove data-driven creative strategies through market research, competitive analysis, and user insights to enhance brand positioning
- Aligned creative initiatives with stakeholder objectives while maintaining brand integrity and sustainability goals

GRAPHIC DESIGNER

ShurTech Brands, LLC

2014 - 2018

- Developed packaging designs and POP displays across multiple retail brands, coordinating with vendors to meet strict production deadlines
- Created comprehensive marketing collateral and trade show materials for B2B/B2C audiences

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EDUCATION

Kent State University

BACHELOR OF ARTS (B.A.)

- Visual Communication Design
- Photography

Cuyahoga Community College

ASSOCIATE OF ARTS (A.A.)

- Graphic Design

SKILLS

- Marketing & Creative Strategy
- Leadership & Talent Development
- Strategic Planning
- Graphic Design
- Web Design & Development
- Wordpress/WPEngine & Wix
- Digital & Print Design
- Video Editing/Production
- Competitive Analysis & Positioning
- Campaign Creation
- Adobe Creative Suite
- Microsoft Suite
- Photography
- Illustration
- Strong Communication