



Samantha Homes

CREATIVE DIRECTOR | BRAND STRATEGIST | CONCEPTUAL THINKER

Award-winning creative leader with 10+ years of experience shaping compelling brand identities and executing integrated campaigns. Expert in visual storytelling, concepting, and elevating brands through strong narratives and bold design. Known for exceeding client expectations, building high-performing teams, and aligning creative vision with strategic objectives.

EXPERIENCE

THE SOCIAL BULLPEN | CREATIVE & MARKETING DIRECTOR 2023-2025





- Spearheaded end-to-end creative services for diverse client base including branding, web, social, and video content
- Directed creative concepting and visual storytelling across integrated campaigns, ensuring alignment with brand voice and objectives
- Oversaw a cross-functional team of designers, content creators, and editors, fostering collaboration and mentoring talent
- Developed a custom client portal to streamline marketing requests and boost workflow efficiency
- Implemented project management solutions that improved productivity and accountability across creative teams
- Exceeded client expectations by delivering on strategy, execution, and visual innovation

LOCUS FERMENTATION SOLUTIONS | CREATIVE DIRECTOR 2018 - 2023

- Built and scaled creative operations across 6+ operating companies, from a single-entity startup to a portfolio of brands
- Developed unified brand architecture and visual identities across diverse verticals (agriculture, biosciences, sustainability)
- Led award-winning campaigns blending print, digital, web, and video, all rooted in narrative-driven design
- Championed concept development and storytelling to connect innovation with audience needs
- Provided art direction and hands-on support for photo and video production, collaborating with internal and external teams
- Conducted market research and competitive analysis to drive positioning and creative strategy

SHURTECH BRANDS, LLC | GRAPHIC DESIGNER 2014 - 2018

- Designed retail packaging and point-of-purchase displays for national brands
- Created B2B/B2C marketing materials, trade show graphics, and seasonal campaigns under tight deadlines
- Collaborated with vendors to ensure accurate, high-quality production across formats

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EDUCATION

**B.A. VISUAL COMMUNICATION
DESIGN & PHOTOGRAPHY**
Kent State University

A.A. GRAPHIC DESIGN
Cuyahoga Community College

SKILLS

- Creative & Marketing Strategy
- Visual Storytelling & Concepting
- Cross-Functional Leadership
- Brand Development & Architecture
- Campaign Ideation & Execution
- AI in Creative Workflows (OpenAI Tools)
- Web & UI/UX Design (WordPress, Wix)
- Adobe Creative Suite + Video Production
- Photography & Art Direction
- Workflow Automation & Project Management Tools
- Strategic Communication
- B2B/B2C Marketing