

SAMANTHA HODIAN

ASSOCIATE CREATIVE DIRECTOR

CONTACT

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EDUCATION

Currently pursuing

Graduate Certificate in Sustainable Ecosystems and Natural Resource Management

Harvard University Division of Continuing Education

GPA: 4.0/4.0

University of Miami | Class of 2016

Bachelor of Science, Communication

GPA: 3.9/4.0

Major: Creative Advertising

Minors: Interactive Media, Digital Art, Marketing

Magna Cum Laude Society

AWARDS

Cannes Gold Lion for Mobile Led Creativity

Cannes Silver Lion for Design

Cannes Young Lions, Film, Bronze

SXSW Innovation in Connecting People Finalist 8

Shorty Social Good Awards

Epica Gold, Silver and Bronze Awards

Clio Awards Shortlist

SKILLS

Art Direction

Photo and Film Production

Video Content Creation

Graphic, Branding & Logo Design

Experience Design

EXPERIENCE

Carmichael Lynch | Associate Creative Director

Feb 2024 - Present, Boston (Remote)

- Client: Post Consumer Brands (Nutrish), Saputo Brands (Montchevre)
- Responsibilities: Integrated brand campaigns, TV/video production and post production, social content, photoshoots, brand events, intern and junior team management

Carmichael Lynch | Senior Art Director

Oct 2021 - Feb 2024, Boston (Remote)

- Clients: Vitalite Plant-Based Cheese, H&R Block, New Business
- Responsibilities: Integrated brand campaigns, TV/video production and post production, social content, photoshoots, brand events, intern management

Digitas | Senior Art Director

Sept 2020 - Sept 2021, Boston

- Clients: Bank of America, Lenovo, Polaris
- Responsibilities: Digital/broadcast video concepting and production, brand experiences, social content, brand actions, print and OOH design

Digitas | Art Director

Nov 2017 - Sept 2020, Boston

- Clients: John F. Kennedy Presidential Library & Museum, Bank of America, Goodyear, Polaris, Lenovo, Memorial Sloan Kettering Cancer Center, Dunkin' Brands
- Responsibilities: Digital/broadcast video concepting and production, brand experiences, social content, brand actions, print and OOH design

CP+B | Art Director

Jun 2016 - Nov 2017, Miami

- Clients: Letgo, Aspen Dental, Embraer, Bauducco, Canary, new business
- Responsibilities: Digital/broadcast video concepting and production, brand experiences, social content, brand actions, print and OOH design