

WORKING

LEAD ART DIRECTOR, CREATIVE LEAD Present DraftKings | Boston, MA

Daily Fantasy Sports, Sportsbook

- *Oversee all traditional marketing materials in the Sport (Daily Fantasy + Sportsbook) vertical. This includes National broadcast and OOH campaigns as well as digital media.*
- *Manage and mentor a roster of creative Art Directors, Copywriters and designers on the creative team.*
- *Collaborate with internal stakeholders to create compelling marketing that achieves their objectives as well as to strategize marketing efforts around key moments in the world of sports.*
- *Work with and manage relationships with outside vendors such as production houses, sport leagues, and talent to elevate creative.*
- *Oversee the creation of marketing materials surrounding the rollout of new product launches such as Cashpicks, DK Horse, and BestBall.*

SENIOR ART DIRECTOR 2020 DraftKings | Boston, MA

Daily Fantasy Sports, Sportsbook

- *Assisted in building out the in-house agency at DraftKings.*
- *Turned complex strategies into easy to understand ideas.*
- *Established brand voice and visual language across verticals.*

ART DIRECTOR 2018 DraftKings | Boston, MA

Daily Fantasy Sports, Sportsbook

ART DIRECTOR 2017 MRY | New York, NY

Pop-Tarts | Five Guys | Froot Loops | Audible

- *Pitch new business, winning Five Guys and Pop-Tarts.*
- *Created big-idea content that felt native to social platforms.*

ASSOCIATE ART DIRECTOR 2016 MRY | New York, NY

Hulu | Five Guys | Froot Loops | Aflac

LEARNING

ART DIRECTION 2016 The Creative Circus | Atlanta, GA

B.S. BUSINESS ADMIN. - MARKETING 2012 Bryant University | Smithfield, RI

SAM JOHNSON

Lead Art Director / Associate Creative Director

508.243.7211

ssjohnson1989@gmail.com

millionthofmyname.com