

Sam Markus

Graphic Designer

s.markus95@gmail.com | www.sammarkus.design

SKILLS

Branding ♦ Typography ♦ Motion Graphics ♦ Art Direction ♦ Print and Digital Design ♦ Print Production ♦ Packaging ♦ Editorial Design ♦ Fundraising and Event Design ♦ Project Management ♦ Adaptability

EXPERIENCE

BBDO Atlanta | Graphic Designer | 2023–Present

- Designing cross-platform promotions for monthly new lottery tickets including print and digital assets for the Georgia Lottery.
- Designing stadium advertisements including perimeter LED signage for the State Farm Arena and multiple collegiate stadiums for the Georgia Lottery.
- Designing large-scale advertisements including print and digital billboards for the Georgia Lottery.
- Designing motion graphics and animations for digital banners and social media for the Georgia Lottery.
- Designing logos for Bayer Crop Science, The Home Depot, and Sanderson Farms.
- Art direction and design of digital marketing assets for the Georgia Lottery and Bayer Crop Science.
- Packaging and layout design for Sanderson Farms and The Honey Baked Ham Co.
- Prepping print mechanicals for production.
- Art direction and design for new business pitches.

Green Gate Marketing | Graphic Designer | 2018–2022

- Developed and designed cover-to-cover magazines for The Westminster Schools utilizing custom typography, illustrations, and photography.
- Earned a CASE Award for the Westminster Alumni Magazine Spring 2019 cover design.
- Managed pre-press and print production for magazines, flyers, brochures, and direct mail.
- Concepted and designed annual unique print and digital campaigns for multiple clients.
- Introduced brand innovation and maintained social media channels across multiple clients.
- Doubled fundraising goals for the Emmaus House crowdfund in 2020 and 2021.
- Produced custom motion graphics and animations for digital banners and social media graphics.
- Expanded existing brand identities across multiple distinct marketing campaigns.
- Managed and directed photography for capital campaigns, social media, and email marketing.

Freelance | 2017–Present

- Designed custom illustrations and typography.
- Illustrated packaging for multiple small-batch beers for Monday Night Brewing.
- Illustrated apparel designs for an anniversary celebration for Monday Night Brewing.
- Developed print elements for physical merchandise and motion graphics for the Forever Style Hair launch campaign.

EDUCATION

The Creative Circus | 2018

Traditional Design – A focus on typography, branding, packaging, event design and print production.

Florida State University | 2016

B.S. in Digital Media and Communication Studies with a Minor in Anthropology.