



SAM MCPHILLIPS

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EXPERIENCE

SURLY BREWING CO.

GRAPHIC DESIGNER

OCTOBER 2021-FEBRUARY 2024

Event branding, identity, packaging, print, apparel, retail, social, and web design. Collaborate on campaign ideas and execution. Jump in wherever I am needed.

BE.MEDIA HOUSE

ART DIRECTOR

FEBRUARY 2021-OCTOBER 2021

Branding, logo design, web design, digital, apparel, packaging, and print. Direct photographers and models for magazine ads and web store photos. Collaborate within a digital agency to ensure that deadlines, budgets, and client satisfaction is met.

ADVANCED PRINT + DESIGN

GRAPHIC DESIGNER

JUNE 2020-FEBRUARY 2021

Work with local businesses to create deliverables such as logos, marketing materials, labels, stationary, menus, booklets, event posters, etc. Work in a high pressure environment with rapid turn around deadlines.

HOOPS BREWING

FREELANCE - DESIGN, ECOMMERCE

JUNE 2020-FEBRUARY 2021

Implement and manage the eCommerce store and execute product photography as needed. Create designs for packaging, apparel, and other various in-house branded projects.

CREATIVE MARKETING INTERN

JUNE 2019-JUNE 2020

Create content and manage social medias, digital marketing, photography/videography, packaging, social, and print design. Manage and update the website consistently with new beers and events.

CREATIVE ARCADE

GRAPHIC DESIGN INTERN

JUNE 2019-AUGUST 2019

Collaborate with other interns to develop two in-house B2C brands. Learn how an agency is run.

EDUCATION

UNIVERSITY OF MINNESOTA

DULUTH

GRAPHIC DESIGN WITH MARKETING

EMPHASIS // BFA

AUGUST 2016-MAY 2020

HONORS

Dean's List Spring 2019

LSBE Student Showcase 2020 - Mountain Inn at Lutsen, Social Media Marketing Plan

SKILLS

Adobe Creative Suite

after effects

illustrator

inDesign

lightroom

photoshop

premiere

xd

Art Direction

Brand Strategy

Photography

Videography

Wordpress

LEARNING AND LOVING

Webflow

Adobe Dimensions

Blender

CERTIFICATIONS

Hubspot Academy - Social Media Marketing

Hubspot Academy - Content Strategy

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