



SAM MCPHILLIPS

HELLO.SAMCPHILLIPS@GMAIL.COM
612-860-3337

EXPERIENCE

JACK LINK'S MEAT SNACKS
GRAPHIC DESIGNER
JULY 2024-PRESENT

Create designs for digital, print, eComm, social, packaging, experiential, landing pages, complex dielines, and anything else I can get my hands on. Cross collaborate with the internal agency team for design concepts and executions.

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. Handle large workloads and rapid turnaround times.

BE.MEDIA HOUSE
ART DIRECTOR
FEBRUARY 2021-OCTOBER 2021

Logo design, web design, digital, apparel, packaging, and print. Create and execute product shot lists 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 directly 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
CREATIVE INTERN / FREELANCE
JUNE 2019-FEBRUARY 2021

Implement and manage the eCommerce store. Designs for beer labels, print, merch, and various projects. Content creation, digital marketing, photography / videography.

CREATIVE ARCADE
GRAPHIC DESIGN INTERN
JUNE 2019-AUGUST 2019

Collaborate with other interns to run 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

SAMCPHILLIPS.COM
