

SARA MOORE

EXECUTIVE
CREATIVE
DIRECTOR

WWW.SARACMOORE.COM

Dynamic Executive Creative Director with a track record of transforming brands through breakthrough storytelling, design innovation, and customer-centric experiences. Adept at leading high-performing teams, driving successful creative strategies and forging cross-disciplinary partnerships that elevate business growth.

WORK

THE STORY HOUSE

Executive Creative Director, March 2023-Present . Los Angeles, CA

Creative Director, January 2020-March 2023

- Orchestrate & mentor a high-impact creative team, fostering a culture of innovation & excellence across client work & new business initiatives.
- Creatively led & won seven new business pitches for the agency, generating millions in revenue
- Successfully work across the Omnicom network to collaborate & partner with cross-functional agency teams
- Launched a first-of-it's-kind loyalty program for DIRECTV, setting a new standard for customer engagement and retention.
- Coach & mentor the Creative team to ensure all work exceeds client expectations while keeping them creatively inspired

SILVER LINING STUFFIES

Founder, July 2022-Present . Los Angeles, CA

- Prompted by the tragedy of the pandemic, founded a purpose-driven business dedicated to children's emotional wellness through storytelling
- Authored & illustrated a three-book series with original companion plush characters, each focused on understanding and managing a different emotion
- Led product development from concept to execution, overseeing sourcing, production, safety testing, & quality control.
- Manage all aspects of omnichannel marketing, including social media, influencer partnerships, digital advertising, email marketing, & retail strategy

TIVO

Creative Director, March 2018-January 2020 . Los Angeles, CA

Senior Manager, Art Director, July 2015-March 2018

- Led a high-performing creative team responsible for global marketing initiatives across social, digital, print, & experiential channels.
- Developed & executed strategic marketing campaigns for 10+ products spanning five business units, each with its own target market
- Directed three large-scale global rebrands, leveraging competitive analysis and user research to reposition TiVo as a market leader in entertainment technology.
- Led three major product launches, crafting unique brand identities and executing large-scale photo shoots, packaging design, social and digital ad campaigns, and website design.
- Revitalized under-performing team through mentorship, weekly "Show & Tell" meetings, encouraging project ownership, creative experimentation & a better understanding of stakeholder needs

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AMCI GLOBAL

Freelance Associate Creative Director . Los Angeles, CA . 2014-2015

- Led concept development, presentation, and execution of digital & physical brand activations for five automotive brands.
- Managed a multidisciplinary team of five, collaborating closely with the Executive Creative Director in a fast-paced, high-stakes environment.
- Designed and launched Lincoln's Re:Style Your Drive app, enhancing customer engagement through interactive storytelling.
- Sold through & executed a website redesign for AMCI Global

BRC IMAGINATION ARTS

Interactive Art Director . Los Angeles, CA . 2011-2014

- Established & led a new Interactive Design department to enhance personalized experiences in museums, brand centers, theme parks, & urban districts.
- Concepted & pitched ideas for physical & interactive experiences for a wide range of clients including Coca-Cola, Nickelodeon, The Jim Henson Company, Volkswagen, Ford & many others
- Part of a small, core team that won a \$7 million project with the World of Coca-Cola & a competition to build a Museum of Urbanism in Hangzhou, China with architects Herzog & de Meuron
- Led the cultural master-planning for the revitalization of the East Village in San Diego & Miami's South Beach

MOMENTUM WORLDWIDE

Art Director . New York, NY . 2007-2008

- Led concept & execution for Verizon & Verizon Wireless experiential activations, including high-profile sponsorship events such as the Grammy's After-Party, the CES Press Lounge & a USA Luge Experience in Jackson Hole, Wyoming
- Developed innovative brand activations for major product launches, including Verizon Fios, the Juke, Blackberry Storm, and EnV mobile phones.

SAATCHI & SAATCHI HEALTHCARE

Art Director . New York, NY . 2005-2007

- Responsible for the concept, design & execution of ad campaigns, brand identities, print collateral, packaging & trade show signage for a variety of pharmaceutical brands
- Launched a new brand, BiDil, the first heart failure treatment specifically for African Americans

EDUCATION

MFA: Media Design, Art Center College of Design, Pasadena, CA

BFA: Advertising Design, Syracuse University, Syracuse, NY

SKILLS

Creative vision, ideation & innovation, brand strategy, omnichannel marketing & engagement, new business pitches, cross-functional team leadership, consumer experience & engagement, storytelling & narrative development, UX/UI & spatial design, Adobe Creative Suite, PowerPoint, Keynote, Midjourney, ChatGPT