

SARA MOORE

EXECUTIVE
CREATIVE
DIRECTOR

WWW.SARACMOORE.COM

I'm equal parts creative innovator, strategist, and project manager. I set the vision and stay in the work to make sure it delivers. Whether it's an experience, a product launch, a brand campaign or an app, I dig into every angle of a project to ensure the audience leaves with a lasting impression, transformed by the experience. For me, the magic is in both the details and the data, because the best strategy and storytelling always start with the sharpest insights. Let's create something incredible together.

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, from large-scale experiential activations and mobile tours to social media campaigns and app builds, fostering a culture of innovation, collaboration & excellence across all 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.

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