

# SARA MOORE

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Equal parts creative innovator and strategist, I set the vision and stay in the work to make sure it delivers with polish and precision. From immersive experiences to product launches for brands like Coca-Cola, HBO Max, and AT&T, I dig into every angle to create moments that transform audiences. For me, the magic lives where details meet data, because the sharpest insights fuel the smartest strategies and the most unforgettable stories.

## EXPERIENCE

### **EXECUTIVE CREATIVE DIRECTOR** (*Promoted from Creative Director*) **The Story House (Omnicom), Jan 2020 – Sept 2025**

- Built, led & mentored a high-impact creative team, from large-scale experiential activations to social media campaigns and app builds, fostering a culture of innovation across all work.
- Generated millions in revenue while growing the agency 4x by creatively leading & winning new business pitches by shaping creative strategy, pitch narratives, and team brainstorms.
- Drove innovation through AI-enabled workflows to accelerate ideation, prototyping & design iteration.
- Partnered cross-functionally with Strategy, Account, and Production as well as across Omnicom to deliver cohesive campaigns & experiences.

### **FOUNDER & CREATIVE DIRECTOR, Silver Lining Stuffies, 2022 – Present**

- Founded and built a purpose-driven children's brand centered on emotional wellness.
- Authored & illustrated a three-book series with original companion plush characters, each focused on understanding and managing a different emotion
- Led end-to-end product development, overseeing sourcing, manufacturing, safety compliance, and quality control.
- Direct omnichannel marketing strategy, spanning social, influencer partnerships, digital advertising, email, and retail.

### **CREATIVE DIRECTOR** (*Promoted from Senior Manager, Art Director*) **TiVo, 2015 – 2020**

- Led a high-performing creative team responsible for global marketing initiatives across experiential, social, digital & print channels.
- Led three major product launches, crafting unique brand identities, and executing large-scale photo & video shoots, packaging design, social and digital ad campaigns, and website design, increasing brand visibility and market leadership.
- Developed & executed strategic integrated marketing campaigns for 10+ products spanning five business units, each with its own target market, driving brand growth & business results
- Directed three large-scale global rebrands, leveraging competitive analysis and user research to reposition TiVo as a market leader in entertainment technology.

## **FREELANCE ASSOCIATE CREATIVE DIRECTOR, AMCI Global (Omnicom), 2014 – 2015**

- Led concept development, client presentation, and execution of physical and digital 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.

## **INTERACTIVE ART DIRECTOR, BRC Imagination Arts, 2011 – 2014**

- Established & led a new Interactive Design department, shaping immersive, large-scale experiential environments across museums, brand centers, and urban spaces.
- 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 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

## **ART DIRECTOR, Momentum Worldwide, 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
- Developed innovative brand activations for major product launches, including Verizon Fios, the Juke, Blackberry, and EnV mobile phones.

## **ART DIRECTOR, Saatchi & Saatchi Wellness, 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

## **EDUCATION**

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

BFA: Advertising Design, Syracuse University, Syracuse, NY

## **SKILLS**

Creative Direction | Strategic Vision | Building Teams | Mentorship | Pitch + Project Leadership | Cross-Disciplinary Leadership + Collaboration | Spatial Design + Execution | Audience Journey Mapping | Presentation + Storytelling Skills | Ideation + Concept Development | Integrated Campaign Development + Execution | Managing High-Volume Workflows | Cultural + Industry Trends | Brief Writing | Managing + Growing Client Relationships | Generative AI (Midjourney, ChatGPT, Runway, Sora etc.) | Brand Narrative + Visual Identity | System Thinking | UX/UI | Adobe Creative Suite | Keynote & PowerPoint