

Sara Barth



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experience

Weber Shandwick, Creative Director, 2019-Present

Brands: Pfizer, GSK, TRESemmé, Roche, Novartis, Centers for Medicare & Medicaid Services

- Oversee a multidisciplinary team on globally recognized campaigns
- Won high-profile pitches, including Pfizer—Weber's largest to date, \$1.41B
- Spearhead innovative digital solutions, including experiential AR for GSK and a dynamic rich-media campaign for CMS that resulted in record-breaking sign-ups

BCW Global, Senior Art Director, 2016-2019

Brands: Colgate, Maserati, Alcon, Newell, Cholula, Tom's of Maine, Prudential

- Drove upsell creative and new business, contributing to 22% revenue growth
- Served as lead creative on Colgate's "Save Water" campaign, driving 2.7B+ media impressions and 301K+ social engagements
- Managed workflows, scoped projects, and managed budgets

VaynerMedia, Freelance Associate Creative Director, 2015

Budweiser, Dove Men + Care, Snuggle, Sonic, Ruby Tuesday's, Knorr

- Directed Budweiser's Made in America social campaign; engagement was 193% higher than the company's previous social campaigns
- Crafted brand guidelines and content to create consistency and authenticity on social

Inergetics, Creative Director, 2013-2014

Brands: Martha Stewart Essentials, Surgex, Bikini Ready, Neuro drinks

- Established the creative vision for in-house and partner brands
- Built an internal creative department
- Accelerated growth through integrated campaigns that increased social followings and expanded product distribution

Havas Strat Farm, 2011-2014

Brands: AT&T, Johns Hopkins Medicine, G.U.M, Belvq, The Advertising Club of NY

- Secured new business, including the largest account: \$6M AT&T CRM
- Provided art direction and copywriting across multiple brands
- Mentored mid and junior-level talent

Kirshenbaum, Senior Art Director, 2010-2011

Brands: Weight Watchers, Humira, John Frieda, Capital One, BMW, The AdCouncil

- Led art direction for Weight Watchers Plus campaign, driving 67.5% subscription growth
- Drove digital and mobile work on Humira
- Produced cross-channel work across beauty, automotive, finance, and nonprofit categories

Hill Holliday, Art Director, 2007-2010

Brands: Verizon Wireless, Sirius XM, Emblem Health

- Developed all marketing materials for the Sirius XM merger
- Art directed DTC, B2B, and retail creative for Verizon Wireless
- Pitched and won Emblem Health, contributing \$100M to the agency's portfolio

skills

Adobe Creative Cloud

Figma

Sketch

Microsoft Office

Google Suite

Concepting

Designing

Air Directing

Copywriting

Collaborating

Pitching

Leading

education

University of Delaware

Bachelors of Fine Arts

Visual Communications

Concentration in Advertising

AdHouse

Continuing Education

Advertising Portfolio School