

SAM SWEENEY

ART DIRECTOR

CONTACT

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samdsweeney

SKILLS

- Photography & Videography
- Premiere Pro, Photoshop, Lightroom, Illustrator
- Ad Buying (Meta/Google)
- Social Media Manager
- Welding & Fabrication
- Automotive Mechanic
- Upholstery & Interiors
- Auto Body & Painting
- Spanish Proficiency

EDUCATION

Brigham Young University
BA Communications,
Advertising

INTERESTS

- '80s & '90s Cars
- Vintage technology, computers, etc.
- Music discovery & audiophile
- Deep dives into Wikipedia

PROFILE

Art director & creative producer with a background in advertising, social media management, and sports car manufacturing. I'm a huge car guy, whether it's driving or working on them. I graduated from BYU's AdLab, where I learned to adapt my creative skills to real-world usefulness, so that I can keep the lights on and feed my family.

EXPERIENCE

Social Media Manager & Ad Buyer, Viper Scale Racing — 2023 - 2025

- Created shorts/reels & long videos to engage existing customers & expand reach
- Ad buyer for two businesses on Meta & Google ads - tracked growth, managed audience optimization & targeting, wrote copy for ads
- Videographer for business YouTube channels. Created content using Adobe Premiere Pro, Photoshop, & Lightroom
- Graphic design work for events and products using Adobe Illustrator
- Tracked YouTube channel growth & increased viewer retention

Advertising Intern, Fuel Marketing — 2024

- Worked with a team of marketing professionals to produce ads and digital media for clients nationwide.
- Edited raw photo & video content for client ads using Adobe suite
- Used professional equipment to shoot photo & video for new clients
- Copywriter for social media & created content calendars for multiple client accounts

Vintage Vehicle Restorations, Specter Design — 2021 - 2023

- Restored, refurbished, and manufactured vintage vehicles, sport cars, trucks, tractors, & more in a boutique automotive-focused design studio
- Consulted directly with clients to foster trust & satisfaction in a tactful manner
- Studied metal shaping, welding, and fabrication under master craftsman
- Restored interiors, body work, paint, mechanical components, & more to preserve classic Porsches, Mercedes, BMWs, etc.