

# SAMANTHA PRIESTER

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## ART DIRECTOR/ SENIOR GRAPHIC DESIGNER

Strategically minded, forward-thinking and perfection-driven creative leader with 12 years of design, marketing, and brand experience. A proven history in developing and implementing creative concepts through research and cross-functional leadership that effectively expresses the brand's objectives, narrative, and vision. Possess a unique combination of creative expertise, leadership, client/project management, and collaborative mindset. Demonstrated ability to manage multiple projects concurrently and deliver world-class executions under strict deadlines while balancing deliverables with the nuances of brand's mission and overall marketing strategy.

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### AREAS OF EMPHASIS

Full Life Cycle Project Management | Consumer Packaging | Print Design | Brand Trends | Photo Direction & Styling  
Web Marketing | Digital Design Best Practices | Asset Management | Print Production  
Strong Conceptual Thinking | Client Interfacing | Vendor Management

### TECHNICAL PROFICIENCIES

MAC & PC | Adobe Creative Cloud | Wordpress | Microsoft Office | FileMaker | Basecamp | Smartsheet

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## PROFESSIONAL EXPERIENCE

**King Bio, Inc** – Asheville, NC

7/2016-Present

*Innovative manufacturer of FDA-licensed homeopathic pharmaceuticals with international retail distribution.*

### Art Director/Senior Graphic Designer

Oversee creative deliverables of in-house and freelancers and lead all phases of nationwide and international marketing initiatives. Present creative executions to the President and senior management. Develop SOPs, workflow process, and a secure FDA compliant file system for packaging and creative assets. Manage and mentor junior, mid-level/senior designers, and freelancers on the company's processes, procedures, and design best practices. Serve as the primary point contact for external partners and vendors. Stay abreast of the creative and industry-wide trends and present these findings to the creative team.

Selected Contribution:

- Departmental leader and champion for all visual representations of Dr. King brands.

**Gaia Herbs, Inc.** – Asheville, NC

5/2013-6/2016

*Industry-leading grower and manufacturer of premium herbal supplements with international retail distribution.*

### Senior Graphic Designer

Partnered with Creative Director, Designers, marketing teams, and agencies to create concepts and campaigns. Designed visually compelling materials for internal stakeholders. Researched and assessed current creative trends. Directed, produced, and styled photo shoots for print and digital marketing. Tasked with maintaining consistent brand representation.

Selected Contribution:

- Spearheaded creative executions of the Gaia's \$7M top selling product line and pre and post launch of the company's introduction into the functional food market.

**Lake Toxaway Company** – Asheville, NC

6/2007-5/2013

*Real estate developer, luxury resort, and private country club company.*

### Graphic Designer/Marketing Associate

Led the print and digital process for all departments. Rebranded and managed the ongoing evolution of the company's expression. Art directed and styled lifestyle photo shoots. Content manager and producer for the company's website.

Selected Contribution:

- Revitalized the company's marketing department after a major internal transition, launching new creative assets and marketing content.
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## EDUCATION

**Bachelor of Fine Arts with a concentration in Graphic Design**- Appalachian State University – Boone, NC