



I build and elevate *creative departments, systems, and culture* that produce excellent work at scale. I've led multidisciplinary teams, launched brands, directed content seen by *tens of millions*, and built the infrastructure that makes great work repeatable. I care as much about the people doing the work as I do about the work itself.

EXPERIENCE

Creative Director

May 2025 - Present

Community Bible Church · San Antonio, TX

- Rebuilt the Creative Department at one of America's 18 largest and fastest-growing churches
- Lead a team of 14 with 7 direct reports, contractors, and dozens of volunteers across 5 campuses
- Oversaw expansion from 3 to 5 campuses in under one year
- Managed large budgets across marketing, environments, and apparel, driving healthy profits through apparel sales
- Led cross-functional collaboration across pastoral, production, marketing, and communications teams
- Built Dais, an AI-powered content tool that saved the team hours of work each week

Associate Creative Director

2021 - 2025

Liberty University · Lynchburg, VA

- Grew from part-time student worker to Associate Creative Director over four years
- Grew @libertyosd from 18K to 43K and @libertyworshipcollective from 20K to 45K followers
- Accounted for over 40% of the team's total design output while managing social strategy across platforms
- Led campaigns requiring 25+ pieces of content in a single day across design, photography, and video
- Directed 10 music releases and led creative teams of 15+ for major campus events
- Mentored 7 student workers, developing their creative skills and professional instincts

Social Team Lead

2022 - 2025

SALT Conference · Nashville, TN / Dallas, TX

- Led the social media team for four consecutive years across Nashville and Dallas
- Designed all graphic assets and directed high-engagement video content on site
- Generated over 2 million Instagram views in the most recent year alone

Founder & Creative Director

2026 - Present

Platform Studios LLC

- Boutique creative agency serving churches, communicators, and brands
- Building Dais, an AI-powered SaaS content tool for communicators and creative teams

Freelance Creative

2018 - Present

Independent

- Working across graphic design, photography, videography, and brand for 30+ organizations
- Managing every aspect from scoping and concepting through execution and delivery

SKILLS & TOOLS

LEADERSHIP

Creative Direction, Team Building, Hiring and Developing Talent, Personnel Decisions, Systems Design, Cross-functional Collaboration, Budget Management

DESIGN & VIDEO

Photoshop, Illustrator, InDesign, Figma, Premiere Pro, DaVinci Resolve, Final Cut Pro, Lightroom, Midjourney, Higgsfield AI, Gigapixel AI

STRATEGY & PLATFORM

Social Media Strategy, Content Systems, Campaign Architecture, AI Workflows, Lovable, Base44, Asana, Postiz

BY THE NUMBERS

38M+

VIEWS DIRECTED

6M+

ENGAGEMENTS DRIVEN

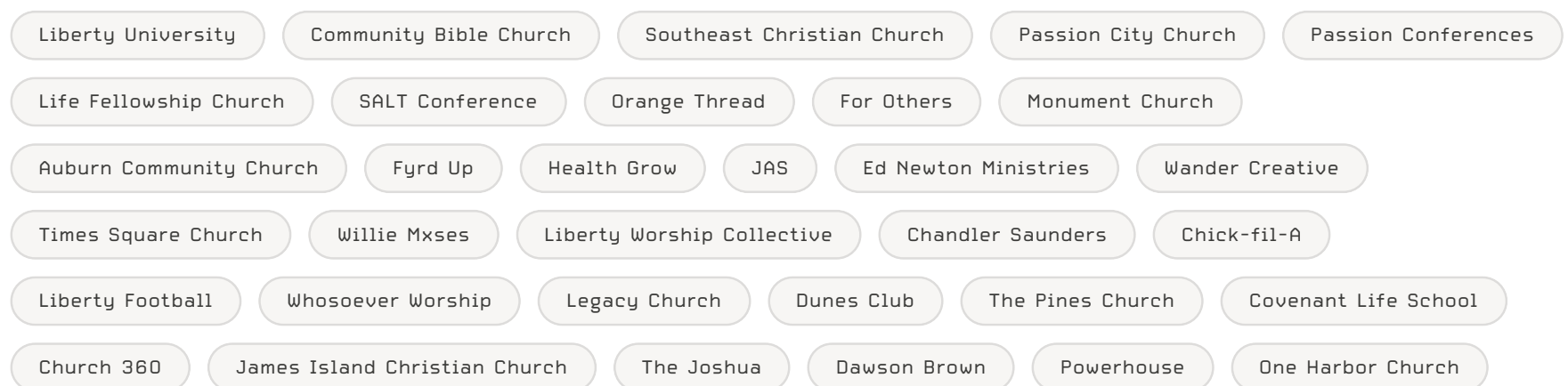
200K+

FOLLOWERS BUILT

+110%

AUG. FOLLOWER GROWTH

ALSO TRUSTED BY



REFERENCE



Matthew Pahl

Executive Creative Director · Liberty University

"Sam is one of the *most well-rounded creative leaders* I've worked with, combining the ability to *execute across almost any creative discipline, a high level of taste, and an elite understanding of social media*. He's a true *Swiss army knife*, able to take on any challenge with *high capacity, clarity, and excellence*. As a leader, he knows how to *coach, teach, build culture, and mobilize a team* to do incredible things. He's the *kind of creative leader you hire before someone else does*, and that window is short."

mjpahl@liberty.edu instagram.com/matthewcrtv