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Learn more about Samuel and
view his award winning portfolio at
www.samueloconnell.com



Samuel Jacob O'Connell

A 360° Creative Executive Driven by Storytelling

EXPERIENCE

Coal Creative — *Chief Creative Officer*

January 2022 - *Present*

- **Directed Company-Wide Creative Vision and Strategy:** Partnered with the CEO to set cohesive business goals, developed creative strategies and brand identity, and ensured projects align with the company's vision and objectives.
- **Led and Inspired Creative Teams:** Transformed high-level concepts into actionable projects, guided the creative team through collaborative sessions and brainstorming, and maintained a consistent, high-quality output across design, branding, and marketing initiatives.
- **Oversaw Project Execution and Budgeting:** Played a crucial role in the sales process, aligning client visions with realistic budgets, managed project progress alongside the Project Manager, and ensured projects were completed on time and within budget.
- **Demonstrated Industry Knowledge and Strategic Insight:** Kept a strong grasp on industry trends to keep the company at the forefront, provided strategic creative guidance, and maintained a deep understanding of tools across design, videography, content creation, and web development to support team needs effectively.

Coal Creative — *Creative Director*

November 2019 - January 2022

- **Bridged Client Vision and Team Execution:** Translated client needs into actionable projects, pitching creative concepts and guiding project alignment with company goals.
- **Led Creative Process:** Directed brainstorming sessions, communicated project vision to teams, and ensured high-quality, on-brand deliverables.
- **Strong Leadership and Communication:** Skilled in design, editing, and team collaboration, with the ability to convey complex concepts and maintain creative standards.

Coal Creative — *Production Manager*

November 2017 - November 2019

- **Managed Video Projects:** Oversaw all aspects of video production, including scheduling, asset management, and task delegation.
- **Coordinated Production Phases:** Led client meetings, created project outlines, maintained schedules, operated cameras, and managed post-production handoffs.
- **Creative and Technical Skills:** Skilled in Adobe Suite, camera and lighting equipment, with strengths in creative thinking and time management.

References available upon request

Tunefly — *Founder, CEO*

November 2016 - December 2018

- **Established Company Vision:** Developed the company's vision and assembled an inspired executive team to drive its mission forward.
- **Designed User Interface for Music App:** Created the UI for a popular music app with over 20,000 global users, enhancing usability and engagement.
- **Engaged Key User Groups:** Collaborated with **Artists, Venues, and Fans** to understand their needs, translating feedback into a dynamic mobile and web experience.

Resource Media — *Creative Specialist*

June 2012 - November 2016

- **Created Visual Content:** Created print, digital, video and social media graphics for clients, supporting brand consistency and visibility.
- **Developed Brand Assets:** Produced logos, blog images, and newsletter graphics to enhance client brand identity.

Independent NEPA Magazine — *Designer*

June 2004 - August 2008

- **Designed Advertisement and Magazine Layouts:** Used Quark and Adobe Software to create ad and creative layouts tailored to specific requirements.
- **Produced Web Page Mockups:** Developed web mockups for advertisers

Freelance Creative — *Graphic Designer, Photographer, Videographer, Web Developer*

June 2009 - Present

PROFESSIONAL DEVELOPMENT & EDUCATION

Leadership Northeast (LNE)

An accredited organization dedicated to developing and empowering leaders in Northeastern Pennsylvania.

- LNE Core Class of 2020
- LNE Executive Leadership Class of 2022

West Side Career And Technology Center

High School Diploma

Graduated 2009

Point Park University, Pittsburgh

Digital Filmmaking Major

August 2009 - June 2011

SKILLS

Adobe

Expert level across the suite

Final Cut Pro

Certified Specialist

Apple Logic

Music Production

Google Business Suite

Docs, Slides, Sheets, Youtube Studio

Microsoft Suite

Word, Powerpoint, Excel

Project Management

Asana, Clickup, Monday, Slack, Harvest

Website Development

Wordpress, Squarespace, Shopify, Joomla, HTML

Artificial Intelligence

Adobe Firefly, Runway ML, Open Ai, ElevenLabs

AWARDS

2020

Greater Wyoming Valley Chamber of Commerce

Cultural Ambassador of the Year

2021

Northeast Pennsylvania Business Journal

Top 20 Under 40 Business Leaders

COMMUNITY BOARD

LEADERSHIP

Rainbow Alliance

Board of Directors, Marketing Chair
2020-Present

Greater Wyoming Valley YMCA

Board of Directors
2023-Present