



Sam Kinjorski

CREATIVE DIRECTOR \ DESIGNER \ DIRECTOR OF SOCIAL

Multidisciplinary creator with a heart for connection and an eye for design. Fusing strategy and storytelling to build loyal communities and drive brand growth through high-impact visual narratives

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WORK EXPERIENCES

DIRECTOR OF SOCIAL

Love & Other Books | Ferndale, MI | 2025 - PRESENT

- Strategized and enacted 15+ effective marketing campaigns to promote events, book releases, and author signings, including an event partnership with Warner Bros. for "Wuthering Heights" that drew a sold-out crowd.
- Designed and executed 100% of social media and marketing materials, consistently exceeding pre-order targets and tripling average social media engagement within one month.

DESIGNER, ILLUSTRATOR, & ART DIRECTOR

Avanti Press Inc. | Detroit, MI 2018 | 2018 - 2025

- Produced 50+ high-impact sales assets and merchandising signage annually, establishing a unified visual identity.
- Managed a 5-person social team to conceptualize and execute a content calendar, achieving a record of 2M+ organic reach and driving brand relevance for a 200,000+ community.
- Art directed, and illustrated 100+ greeting cards annually across 4 original product lines, managing the end-to-end design and formatting.
- Conceptualized and executed visual environments for six annual industry tradeshow, including a permanent showroom at Atlanta's AmericasMart with 70,000+ attendees.

ART WHIZ KID/ROAD WARRIOR/ RETAIL MAESTRO

Beards Brewery | Petoskey, MI | 2016-2017

- Developed 10+ unique categories of brand assets including menus and merchandise. Collaborated on weekly marketing strategies to elevate brand promotion.
- Orchestrated onsite visual execution and retail environments for 4 large-scale festivals, from installation through peak service

COMMUNICATIONS ASSISTANT

RCAH at Michigan State University | East Lansing, MI | 2015-2017

- Produced brand-compliant promotional assets and digital collateral for college-wide events.
- Photographed 60+ events and VIP speaker series for university marketing and recruitment.

ART & DESIGN PROJECT COORDINATOR

Project Rest-ART | East Lansing, MI | 2013-2014

- Strategized and collaborated with 10 perviously incarcerated youth to create a 200 ft permanent community art installation.

SKILLS

EXPERIENCE DESIGN

CONTENT CREATION

BRAND & VISUAL LITERACY

TEAM LEADERSHIP

MARKETING STRATEGY

EVENT DESIGN

CEO & CMO COLLABORATION

VISUAL ID & GRAPHIC DESIGN

TREND FORECASTING

AI LITERACY

CROSS-FUNCTIONAL COLLABORATION

VOLUNTEER EXPERIENCES

CREATIVE DIRECTOR

Baned Together Book Fest | Ferndale, MI | 2026 - PRESENT

- Spearheaded a creative team to execute a comprehensive brand evolution and rollout of 40+ brand assets for a 1,000 person event under new event leadership.

EDUCATION

BFA | GRAPHIC DESIGN

Michigan State University | DECEMBER 2017

BA | ARTS & HUMANITIES

Michigan State University | DECEMBER 2017

4 BOOKS I CAN'T STOP TALKING ABOUT

HOW TO END A LOVE STORY

Yulin Kuang

THE BOG QUEEN

Anna North

THE CREATIVE ACT: A WAY OF BEING

Rick Rubin

CREATIVITY, INC.

Ed Catmull

WHAT DRIVES ME

THE "DONE" DOPAMINE

CURATING SPACES

HUMAN CONNECTION

DEFAULT: YES