

SARA OAKLEY

CREATIVE DIRECTOR



Hi, I'm Sara. I have 18 years of experience as an Art Director/Creative Director creating award-winning integrated campaigns including digital, social and experiential for brands big and small.

Outside of work, I'm a painter and illustrator, a dog parent, and a nail artist doing some pretty crazy stuff on nails.

EDUCATION

BFA in Communication Design
Minor in Advertising
Milwaukee Institute of Art & Design
Marquette University, Milwaukee, WI

CONTACT

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REFERENCES

Available upon request

2022-present

CREATIVE DIRECTOR Anomaly LA

Brands: Cheerios, Honey Nut Cheerios, Lucky Charms, Cinnamon Toast Crunch, Yoplait, Go-Gurt, Beats

Acting as a Group Creative Director overseeing all of General Mills / Managing a team of 20 creatives across eight brands / Seeing 360 campaigns and experiential through from concept to production / Occasionally acting as a CD on Beats

2021-2022

FREELANCE CREATIVE DIRECTOR Deutsch, Los York, Anomaly

Brands: Walmart, Motorola, Yoplait

2019-2021

VP, CREATIVE DIRECTOR FORME

Los Angeles-based home fitness startup

Developed the entire visual brand from the ground up / Managed a cross-functional team of designers, writers, UX and software engineers / Successfully launched an app and streaming platform / Responsible for the design and opening of 15 retail stores across the country

2018-2019

FREELANCE CREATIVE DIRECTOR Martin Agency, Wolfgang L.A., Los York

Brands: Kohl's, Panda Express, Halo Top Ice Cream

2016-2018

CREATIVE DIRECTOR Deutsch L.A.

Brands: Target, Nintendo, Star Wars

Headed Target's Back to School, Fall, and Holiday campaigns / Worked solo reviewing both art direction and writing / Concepted and produced 360 campaigns including digital and experiential / Managed up to eight creative teams at a time

2015-2016

FREELANCE CREATIVE DIRECTOR Droga5, RGA, BBH, Team One

Brands: Chase Bank, Sanrio, Houzz, Lexus, Pop Cap Games (Bejeweled)

2011 - 2015

ART DIRECTOR/ASSOCIATE CREATIVE DIRECTOR Deutsch L.A.

Brands: HTC, Taco Bell, Target, Angel Soft

Pitched and won the Target and Taco Bell accounts / Developed campaigns on digital, social and experiential platforms

2007-2011

ART DIRECTOR Shine Advertising, Madison, WI KW2, Madison, WI

FEATURES AND AWARDS

American Advertising Awards, I.D. Magazine, The Webby Awards, Creativity Pick of the Day, Creative Quarterly, Huffington Post, USA Today, Refinery 29, New York Times