Sam Deeb

Art Director
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Professional Summary

Creative and detail-oriented design and marketing professional seeking to further my expertise in visual communications. A natural leader and skilled multitasker with a unique ability to cultivate cohesive branding. Extensive experience in production design, sales, and web design. Highly adaptable to meet the needs of diverse clientele.

Experience

Essex Media Group, Lynn, MA **(March 2022 – Present)**

Art Director ***March 2023 – Present***

- Hire, train, and manage a team of designers producing 50+ pages per week.
- Redesigned and rebranded Itemlive.com, the company's 24/7 subscription news site, growing traffic by 43% to reach 750,000 monthly page views.
- Built an InDesign plugin that pulls headlines, bylines, body text, photos, and captions from each new site directly into page layouts — saving an estimated 7+ hours weekly across 150+ stories.
- Maintain a zero-missed-print-deadline record across four years and 7,000+ pages of annual production.
- Design all 38 annual covers (16 magazines, 22 special sections) and lay out pages alongside the team.
- Build and maintain design systems across 9 publications — including a twice-monthly Spanish-language paper — and 7 WordPress sites: style guides, InDesign templates, and a custom child theme in HTML and CSS.

Chief of Staff ***March 2024 – Present***

- Review monthly ad revenue, circulation, subscription income, and production costs with the publisher and CEO, helping shape staffing and publication strategy.

Advertising Sales & Marketing Manager ***August 2024 – Present***

- Generated $50K in advertising billings through August 2026, surpassing full-year 2025 ($40K) with four months remaining, selling part-time across all print titles and Itemlive.com.
- Absorbed 15+ accounts from a retiring senior representative while retaining an existing book of business.

Production Manager ***August 2022 – March 2023***

- Managed page setup and ad scheduling.
- Delegated design team assignments across all titles.

Graphic Designer ***March 2022 – August 2022***

- Produced advertisements and page layouts for print and digital publications.
- Built the nightly email newsletter.

Award

New England Newspaper & Press Association, Waltham, MA ***March 2024***

Third Place, Front Page Design: “Will AI replace us?” (2023)

Education

Salem State University, Salem, MA ***December 2021***

Bachelor of Arts: Graphic Design | Minor: Marketing

Skills

- Design & Production: Adobe InDesign, Photoshop, Illustrator, Brand Standards & Style Guides, Editorial Layout
- Web & Technical: WordPress Administration, Custom HTML & CSS, InDesign Scripting & Plugin Development
- Marketing & Sales: Mailchimp, Newsletter Glue, Ad Sales Collateral, Pitch Packages