

Sam Wilson

s.c.horacek@gmail.com | (304) 312-9675 | Wheeling, WV | samwilsondesigns.com

WORK EXPERIENCE

Wheeling Park Commission | Oglebay Park Resort

January 2026 – Present

Design and Art Direction Manager

Wheeling, WV

- Led the art direction and visual design strategy for Oglebay Park Resort, Wheeling Park, and the Oglebay Foundation, overseeing brand development, campaign creative, and visual storytelling across paid and organic marketing channels.
- Concepted, designed, and produced integrated, multi-channel marketing assets—including digital and print advertising, social media, email, web, signage, and branded collateral—while ensuring brand consistency and high visual standards.
- Partnered with commercial strategy and marketing team to translate business objectives into cohesive creative concepts and brand-aligned campaigns.
- Maintained, evolved, and refined brand identities and sub-brands, including logos, typography systems, color palettes, templates, and brand guidelines to ensure cohesion across all guest touchpoints.
- Established a centralized project management system in Monday.com, enhancing efficiency in marketing request intake and enabling end-to-end project tracking.

Western Governors University

June 2022 – January 2026

Senior Visual Designer

Remote

- Designed high-impact creative assets for multi-channel marketing efforts across print, digital, social media, and email, while maintaining strict brand consistency.
- Led visual concept development and design systems for national, integrated marketing campaigns, ensuring cohesive execution across multiple platforms and formats.
- Partnered closely with internal stakeholders, marketers, and copywriters to interpret creative briefs, present campaign concepts, and deliver excellent design work.
- Developed scalable templates and design systems that improved efficiency and streamlined production for both digital and print deliverables.

West Liberty University

November 2016 – May 2022

Graphic Designer

West Liberty, WV

- Served as brand steward for the University, safeguarding brand integrity and ensuring consistent application of brand standards across all visual communications.
- Translated institutional and marketing objectives into thoughtful creative strategies designed to engage, inform, and influence diverse audiences.
- Designed and executed a wide range of print and digital materials, including social media graphics, publications, brochures, displays, presentations, and web assets.
- Managed design projects from concept through completion, coordinating with internal stakeholders, external vendors, and student interns while providing creative direction and quality oversight.
- Provided creative art direction for photography projects to support marketing initiatives.

EDUCATION

West Liberty University

May 2012

Bachelor of Science in Graphic Design, Minor in Marketing

Western Governors University

April 2026

Master of Science in Marketing, Digital Marketing Specialization