



Sean Murphy

Senior Art Director

ABOUT

I'm a passionate and accomplished award-winning Art Director with marketing agency experience. I have a diverse background serving some of the world's top brands in both print and digital advertising. Whether it's tackling a demanding workload or collaborating with other creative team members, I'm always eager to apply my detail-oriented eye and unique perspective to innovate and drive results.

EXPERIENCE

Verticals: Healthcare, Financial Services, Consumer Electronics, Automotive, Skincare, Home Improvement, Pharmaceutical, Education, Office Solutions, Hospitality, Tech, Retail

Responsibilities: Concept development and design executions, managing designers, presenting work internally and externally, working with external vendors and collaborating with team members, coordinating with the print production team, directing photo shoots

Projects: Direct mail marketing campaigns, email marketing, websites, landing pages, banner ads, brand identity, social media marketing, in-house marketing materials, print ads, brochures, postcards, self-mailers, dimensional mailers, billboards, pitch creative, and presentations

Positions held:

Harte Hanks

Senior Art Director

Bensalem, PA - October 2010 - March 2025

Accomplishments:

- Promoted to Senior Art Director
- Managed and mentored a team of 3 designers, enriching my leadership skills
- Won 2 Hermes (Platinum) awards
- Led art direction for 5 years for Blue Cross and Blue Shield of Nebraska, which saw a 239% conversion increase in year 1 for annual enrollment period campaign, at a substantially lower acquisition cost
- Supported the Sony Electronics account as an Art Director for 12 years, which grew to a \$2.5 million client, generating 20% database growth and 386,000 leads per year
- Created 300+ digital/print customer communications annually as a core member of the Bank of America/Merrill Investments marketing team

Bank of America (ECS)

Art Director

Wilmington, DE - April 2010 - September 2010

Accomplishments:

- Designed and art directed projects within the Home Loans team while gaining valuable insight into the processes and operations of a vast financial creative agency

Merkle Inc. (formerly CFM Direct)

Senior Art Director

King of Prussia, PA - July 2005 - January 2010

Accomplishments:

- Promoted to Senior Art Director
- Won 3 "Benny" awards
- Spearheaded company-wide rebranding effort (included logo/website/photography/collateral)

CONTACT

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EDUCATION

Pennsylvania College of Art & Design

Lancaster, PA

Major: Communication Arts

CLIENTS

Sony, Bank of America, Merrill, Blue Cross and Blue Shield, Capital One, CeraVe, Hershey, Home Depot, GE, Progressive, Hershey, Nationwide, DirecTV, Union Bank, Volvo, Volkswagen, Merck, Pfizer, Abbott, Ikon, Pirch, Citizens Bank, Nextel, Lenovo

AWARDS

Benny Best of Show

Ikon Dimensional Mailer
Nextel Dimensional Mailer

Hermes Platinum

Sony Holiday Catalog
Sony *Skyfall* Tie-in Direct Mail

Benny Best of Category

Volkswagen Launch Mailer
Corporate Express Direct Mail

SKILLS

Attention to detail
Communication & collaboration
Concept & brand development
Leadership
Print & digital design
Adobe: Photoshop, InDesign
Illustrator, After Effects, Acrobat
Microsoft: Outlook, Powerpoint, Teams, Word, Excel
Figma
Motion graphics