

SARAH CHAMBERLAIN

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Creative Director – Brand Systems, Creative Operations & **Responsible AI**

- Fifteen years leading creative, and still making it. Brand, campaigns, web, video, and motion produced by hand alongside the team rather than approved from above.
 - Built a creative organization from four freelancers to a 40-person international team. Seven grew into managers and directors. Great Place to Work three years running.
 - Design systems as governed infrastructure: a 34-page playbook, component libraries, design tokens, and documented versioning adopted across 140+ partner markets.
 - Built the AI practice for a creative team, not just for myself. Claude daily, plus skills.md files that encode brand standards so tools load them automatically. Output up 350%.
 - Creative measured against outcomes. A decade inside a performance advertising platform, plus \$30M in digital revenue growth at Time Life.
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TOOLS

Design & Production Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Webflow, HTML/CSS/JavaScript

AI Practice Claude, Anthropic API, Midjourney, Flora Fauna, Creatify, HeyGen, ElevenLabs, VEO, custom agents, skills.md authoring, prompt engineering

Operations & Data ClickUp, BigQuery, Clasp, Google Analytics, HubSpot

EXPERIENCE

Creative Director 2015 – Present

Madhive (formerly Frequency) · B2B advertising technology platform

- Own brand across marketing, product, and corporate surfaces. Directed three identity evolutions as the company grew from 25 people to 350 at acquisition, roughly 500 today.
- Built the creative operating model from nothing: intake, prioritization, capacity planning, review cadence, and quality standards across a studio shipping roughly 20,000 assets a quarter.
- Directed creative across campaigns, web, social, video, motion, events, and sales enablement. Partner with product design on in-product visuals and a Material Design to Tailwind migration.
- Set AI governance for the function: approved tools, what ships autonomously, where human judgment stays mandatory. Built a browser-based Ad Studio and dashboards in BigQuery and Clasp.
- Recognized by AdExchanger, Digiday, and MarTech.

Creative Director, E-Commerce 2013 – 2014

Time Life (Direct Holdings Global) · Multi-brand consumer, \$30M+ digital revenue

- Owned brand and campaign creative across a multi-brand portfolio, running the testing programs that tied creative directly to revenue.

Art Director & Writer 2008 – 2013

Gumbinner & Davies · Political & institutional agency

- Concepted, wrote, and art directed for President Obama's campaigns across every channel. Over 80 political advertising awards.

Creative Director & Consultant 2001 – 2015

Selected clients: The Smithsonian, National Building Museum, Oracle, tech startups, nonprofits

- Brand identity, design systems, environmental design, web, and video for ~50 clients.
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EDUCATION & COMMUNITY

BFA, Graphic Design, Corcoran College of Art & Design · Political Science & Visual Communications, American University
CASA for foster youth · Chapter Director, New Leaders Council · Writing a book on leading creative teams through AI