VIC SAMPER

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SUMMARY

Creative writer and leader with 15+ years of experience across agencies and in-house brand teams, deeply invested in storytelling, creative concepts, brand building, and tangible results. Currently serving as Manager of Brand, Content, and Creative for F9 Brands (Cabinets To Go, Lumber Liquidators, etc.), leveraging ample experience concepting integrated campaigns across digital, social, web, traditional, and experiential for a "Who's Who" and "Who's That" list of regulated and consumer brands.

EXPERIENCE

F9 Brands, Nashville *Manager, Brand, Content & Creative* December 2025 – Present

- Oversee creative production and performance of communications and marketing, ensuring alignment with creative standards, brand identity, and tone of voice across the F9 family of brands.
- Serve as internal and external Creative Lead, balancing leadership and mentorship of the in-house design team with hands-on creative strategy and development.
- Drive storytelling that resonates with retail consumers, B2B targets, and internal stakeholders.
- Responsible for the conception, creation, and presentation of creative concepts, as well as a strategic rationale relative to budget, scope, and timeline.
- Partner with CMO, in-house creatives, internal teams, and leadership to deliver quantifiable results.
- Leverage AI and LLM tools where appropriate to improve efficiency regarding budgets and timelines.

Finn Partners, Nashville *Associate Creative Director (Copy)* June 2023 – July 2025

- Led creative direction and brand voice for Charles Schwab, Jack Daniel's, Workhuman, the Tennessee Valley Authority, Gatlinburg Tourism, and Phade, balancing hands-on copywriting with oversight of the broader creative product across complex, regulated categories.
- Directed and mentored designers and junior creatives in a constant effort to refine work that remained strategically on brand.
- Spearheaded Jack Daniel's "Carols by the Barrels" holiday campaign for Operation Ride Home, an integrated program spanning pop-up karaoke activations nationwide and a free concert in Nashville and Los Angeles featuring Grammy-nominated artists that generated 85+ million digital impressions.

Johnson Group, Chattanooga *Associate Creative Director (Copy)* June 2022 – January 2023

- Translated brand strategy into creative thinking and brand-voice work for healthcare and CPG accounts including Erlanger Health and Little Debbie.

Bohan, Nashville *Associate Creative Director (Copy)* June 2021 – June 2022

- Served as creative lead on Dollar General, pOpshelf, Pigeon Forge Tourism, and BlueCross BlueShield of Tennessee, developing integrated campaigns across retail, tourism, and health insurance.

Buntin, Nashville *Senior Copywriter* December 2016 – June 2021

- Produced award-winning copy and campaign messaging for The Tennessee Lottery, Cabinets To Go, Perkins, Logan's Roadhouse, Nashville SC, and CITGO, among others.

EDUCATION

Virginia Tech Communication (Journalism)

AWARDS

Do these matter? No. But here they are.

AAF Nashville 2020 Best In Show. Local: 7 Gold, 10+ Silver. District: 3 Gold, 7 Silver. 2015 Richmond Show: Bronze Cannonball.