



SANJA DARDAGAN

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profile

Creative Director with 15+ years of experience creating award-winning integrated campaigns for global brands. Known for blending storytelling and strategy to produce work that drives engagement, brand growth, and business results. A collaborative, client-facing creative who thrives in high-performance teams and brings deep experience across digital, social, experiential, and traditional channels. Work recognized at Cannes Lions, Effie, FWA, and beyond.

experience

Associate Creative Director. VML. Detroit, MI (Oct 2011 - Present)

Promoted multiple times & expanded responsibilities across different agency teams throughout tenure

Key Clients: Ford Motor Company (National & Global), Ford Owner Experience, Omnicraft, Ford Blue Advantage, FordPass Rewards, United Way, Eton Academy, Detroit Dirt, New Business

- Help lead development of integrated campaigns for multiple Ford sub-brands across digital, social, experiential, TV, print, and CRM.
- Collaborate day-to-day with ECDs, strategists, UX/UI, analytics, and production to translate brand and business objectives into integrated campaign platforms, from brief to final delivery.
- Build and maintain strong relationships with clients, presenting concepts and strategic rationale directly to key stakeholders.
- Part of the team behind the Ford Explorer Men's Only Edition IWD campaign, which generated 25.8M views in 24 hours with zero media spend, becoming the most-watched International Women's Day video globally in 2023.
- Created and helped lead #OneTankAdventure, a digital-first campaign that generated hundreds of millions of views and significantly expanded Ford's reach among Millennial and Gen Z audiences.
- Led U.S. national creative launch of the Ford C-MAX hybrid, contributing to it becoming the fastest-selling hybrid at the time.
- Developed and launched Ford's certified pre-owned program, Ford Blue Advantage, strengthening dealer relationships and increasing used car sales.
- Help set and uphold standards for brand, craft, and creative quality across all deliverables and channels.
- Mentor junior creatives and contribute to a collaborative, inclusive team culture that supports growth at all levels.

Art Director. Autoweek. Detroit, MI (Jan 2011 - Oct 2011)

- Defined the brand identity and created integrated launch campaigns for ShopAutoweek.com, a new digital car-shopping platform.
- Led all visual and campaign creative from concept through production as the sole in-house creative lead.

Art Director. Early Career: Doner. Leo Burnett. Tribal DDB (2007 - 2011)

Key Clients: Pontiac, GMC, Nintendo Wii, Pepsi, Mountain Dew, Amp Energy, AeroBed

- Honed my skills as an Art Director at different agencies like Doner, Leo Burnett, & Tribal DDB.
- Worked across different industries such as automotive and consumer brands for clients like Pontiac, GMC, AeroBed, Nintendo Wii, Amp Energy, Mtn Dew, & Pepsi.
- Created one of the biggest integrated campaigns and promotions for Pontiac brand that included partnerships with Maxim, Kat Von D, and VH1.



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honors & awards

- Cannes Lions
- Effie
- FWA
- NYF
- GDUSA
- Graphis
- Communication Arts
- Ads of the World
- Creativity
- Adweek
- D Show
- 2014 WPP Sustainability Award

skills

- Fluent in Bosnian
- Semi-fluent in Slovenian.
- Adobe Suite (Photoshop, Illustrator, InDesign)
- MS Office (Word, PowerPoint, Excel)
- UX/UI (Sketch, Figma)
- Keynote
- Google Docs
- Generative AI Tools (ChatGPT, MidJourney, DALL-E, Gemini, Sora, Claude)

interests

- Detroit Advertising Council Member - D Show (2023 - present)
- AdCraft Member
- World traveler,
- Current Affairs Buff,
- Lawn Nut,
- Talented Singer (in my car only).

education

college for creative studies. detroit, mi
B.F.A. Advertising Design May 2007