



SANJA DARDAGAN

6487 Sunningdale Dr., Bloomfield Hills, MI 48301

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profile

Award-winning Creative Director shaping brand and customer experiences for global automotive and consumer brands. A brand architect and storyteller at heart, transforming complex challenges into simple, human ideas that connect across touchpoints and drive meaningful impact. Recognized for leading cross-functional teams, fostering creative excellence, and delivering award-winning work across integrated channels.

experience

associate creative director. vml detroit (oct 2011 - present)

Promoted from Art Director, with expanding creative, strategic, and leadership responsibilities across agency teams.

Clients: Ford Owner Experience, US Ford National & Global Accounts, Omnicraft, Ford Blue Advantage, FordPass Rewards, Detroit Dirt, Eton Academy, United Way, New Business

- Shape customer experiences across digital, CRM, social, TV, and ownership touchpoints for multiple Ford sub-brands, translating strategy into cohesive creative direction across channels and formats.
- Lead creative and inform art direction across major campaign productions, product launches, and workstreams, spanning photography, video, digital, and social while ensuring consistency, quality, and a unified brand experience across channels.
- Developed creative for Ford Owner Remote Experience, a cross-functional program with measurable business impact for Ford.
- Partner with cross-functional teams including strategy, UX, analytics, and production to align creative output with customer needs, business goals, and performance insights.
- Create award-winning work recognized by Cannes Lions, NYF, Effies, Webby's, FWA, Graphis, GDUSA, Communication Arts, and The D Show.
- Contributed to the launch of Men's Only Explorer Edition, generating 25.8M views in 24 hours with zero media spend and becoming the most-watched IWD video of 2023.
- Led the U.S. national launch of the Ford C-MAX Hybrid, contributing to its position as the fastest-selling hybrid at the time.
- Helped develop and execute the #OneTankAdventure campaign, generating hundreds of millions of views and expanding brand reach among younger audiences.
- Contributed to the launch of Ford Blue Advantage, helping establish a more cohesive and trusted certified pre-owned experience that strengthened dealer engagement and customer confidence.
- Mentor and direct junior creative teams; recruit and develop intern talent, contributing to the agency's creative pipeline.

art director. autoweek. detroit, mi (jan 2011 - oct 2011)

- Led creative development for ShopAutoweek.com, helping define the brand identity and launch strategy for a new digital car shopping platform.
- Contributed to the development of a cohesive brand experience across digital and print, supporting audience growth and engagement.

early career experience / various agencies (2007 - 2011)

- Developed integrated campaigns across automotive and consumer brands including Pontiac, GMC, Nintendo Wii, and Pepsi.
- Honed skills in storytelling and cross-channel thinking while working across integrated campaigns and brand initiatives.
- Contributed to large-scale brand initiatives and partnerships, including experiential and media collaborations that expanded reach and deepened audience engagement.



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education

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

skills

- Creative Direction: Adobe Creative Suite
- Experience Design: Figma, Sketch
- Advanced fluency with AI-assisted creative tools
- Collaboration: Google Workspace, Microsoft Office, Keynote
- Languages: Bosnian (fluent), Slovenian (conversational)

honors & awards

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

industry involvement

- Detroit Advertising Council Member - D Show (2023 - present)
- AdCraft Member

interests

- World traveler
- Current Affairs Buff
- Lawn Nut
- Talented Singer (in my car only)