SEAN MICHAEL FIELD

CREATIVE DIRECTOR

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PROFILE

Creative leader with 15+ years setting the vision and still making the work. I build and lead multidisciplinary teams, direct shoots, and turn complex products antd systems into campaigns sharp enough to earn attention. Rooted in film, video, and print production, with a track record of work that scales across brand, digital, and culture.

EXPERIENCE

Metropolitan Transportation Authority — 2024-PRESENT

Creative Director · New York, NY

Lead a 25-person creative team for one of the most visible public brands in the U.S., serving 8M+ daily riders under constant media and stakeholder scrutiny.

Led the award-winning anti-subway-surfing safety campaign (APTA Ad Award), earning national press and public attention on the strength of the creative.

Directed citywide integrated campaigns: the first subway map redesign in 50 years, the Official App relaunch, the Queens Bus Network Redesign, the MetroCard sunset, the 'Tap and Ride' rollout, 2026 World Cup wayfinding, and NY Knicks championship messaging.

Created the $68B Capital Plan book, turning dense infrastructure data into persuasive visual storytelling with 3D mockups of the 'Station of the Future,' and the Second Avenue Subway extension, which helped secure full funding and public support.

Built creative operations from the ground up: production workflows, agency management, and quality standards across video, digital, print, out-of-home, and social. Serve on the MTA AI task force, shaping how the agency adopts AI across creative and operations.

Special Operations Studios — 2021-2024

Creative Director · Brooklyn, NY

Led creative for global consumer brands including Cîroc Vodka, SeaWorld Enterprises, Busch Gardens, Sesame Place, Burger King, and Frida Baby across digital, video, social, and experiential.

Repositioned Cîroc Vodka's digital storytelling through insight-led, data-backed brand work, contributing to a 14% increase in sales within one year.

Conceptualized and directed SeaWorld's first national campaign in seven years as senior creative lead, working with directors, crews, and production partners.

Nexicon LLC — 2017-2020

Creative Director/Owner · New York, NY

Founded and led an independent creative studio delivering 360° campaigns, branded content, and entertainment marketing across music, spirits, telecom, and lifestyle brands.

Led re-branding initiatives for Bounty Rum and Chairman's Reserve, contributing to a 30% sales increase for St. Lucia Distillers in local and international markets.

Developed award-winning branded and entertainment content with 10M+ views, balancing cultural relevance with commercial goals.

Nexus Networks — 2013-2017

Chief Operating Officer/Owner · St. Lucia

Co-founded and launched the first Caribbean lifestyle television network, building 24/7 programming and expanding across three countries.

Co-produced a 36-episode travel series for a CBS affiliate in five countries including the U.S., and produced the live telecast of the 25th Anniversary St. Lucia Jazz Festival with a one-hour documentary.

BRANDS

MTA • **Cîroc Vodka** • **SeaWorld** • **Busch Gardens** • **Sesame Place** • **Burger King** • **Frida Baby** **Macmillan Publishers** • **Mt. Gay Rum** • **Southwestern Bell Corporation** • **Digicel** • **Bounty Rum** **Barbados Tourism Marketing Inc.** • **St. Lucia Distillers** • **Chairman's Reserve Rum** • **BET**

AWARDS

APTA Ad Award
Anti-Subway Surfing Campaign, MTA

Anthony N. Sabga Award
Nominee, media and entertainment

Best Film
Metropolitan College of New York

Best Short Film
Aruba Film Festival

Best Film, Best Script
Barbados Film & Video Awards

EDUCATION

Bachelor of Arts, Graphic Design Southern Connecticut State University