

Profile

- Innovative, positive, and goal oriented Creative Director with 15+ years of exceptional design and direction in digital visual trends, Print, OOH, Interactive, UI/UX, Email, Mobile and Social.
- Deep expertise and collaborative in executing print, digital and broadcast campaigns for in-house brands and agency clients.
- Inspiring leader and storyteller in creating relevant content that builds presence and authority, setting industry trends and influence.
- Ability to collaborate and cultivate relationships with key stakeholders, business leaders, and team members, across all levels of the organization.
- Proven track record in delivering a wide range of digital and multi-media platforms with the ability to juggle effective and resourceful marketing strategies and campaigns that deliver stellar results.

Core Competencies

Animation	Partnerships
Art Direction	Photography
Brand Development	Presentation Design
Brand Marketing	Print Design
Broadcast	Production Environment
Budget Management	Project Management
Content Creation	Prototyping
Content Management Systems	Publishing (Digital & Traditional)
Copywriting	Resource Allocation
Creative Design	Rich Media
Creative Video	Sales Management
Customer Retention	Scheduling
Digital Marketing	SEO
Digital Media	Social Media Marketing
E-Commerce	Strategic Direction
Email Marketing	Streaming / OTT
Emerging Technologies	Storytelling
Entertainment	Strong Presentation Skills
Graphic Design	Team Management
Interactive Design	Time Management
Logo Design	Television / TV
Marketing Strategy	Typography
Market Research	UI Design
Media Analytics	UX Design
Metrics & Data Analysis	Video Editing Software
Motion Graphics	Video Production
Mobile Development	Visual Design
Online Advertising	Web Design

Professional Experience

Joshua Wells
CREATIVE DIRECTOR

Creative Director

BANIJAY STUDIOS Los Angeles, California

Jun 2017 - Sep 2019

- Spearheaded innovative design through online, A/V, and digital marketing initiatives for production studio.
- Developed, trained, and managed in-house design team.
- Established studio's first digital entertainment news property.
- Initiated the development of creative projects while serving as hybrid director and designer.
- Led strategy for marketing creative, visual identity and internal design partners.

Key Responsibilities

- Design and implement various project identities; including logos, websites, 3D renders, motion graphic packages, social media elements, and brand guidelines in a sensitive and high pressure environment.
- Develop creative executions that grow and monetize audiences across social, digital and linear platforms.
- Execute rich-media and advertising partnerships across brand platform.
- Spearhead value-driving initiatives to focus on brand awareness, such as daily social media campaigns, custom video productions, livestreams, podcasts, and online promotions.
- Evolve brand experience and exposure through qualitative analysis, focus groups, and A/B testing.
- Create tailored marketing materials and RFPs for partnerships, executives, and ad sales.
- Increase the conversion of traffic through optimized SEO, meta-data practices, and UI/UX improvements.
- Standardize creative asset management (photos, video, audio) across organization.
- Develop creative solutions for Ad Sales, Business Development and Sponsorship to increase revenue opportunities in addition to ad buys.

Highlights

- Secured multiple \$100k+ direct ad buys through design and presentation.
- Developed long and short form high quality digital video series, and live programming.
- Acquired average 8M+ monthly unique visitors and 9M+ video views
- Produced over 6,000+ engaging videos.
- Executed A/V revenue stream partnerships with YouTube, Facebook.
- Increased social media followers by 300% in the first year.
- Secured syndication partnerships with Meredith, Sinclair, MSN, and Oath.

Executive Creative Director

SODA & LIME ADVERTISING Los Angeles, California

Aug 2014 - Apr 2017

- Established, led innovative and inclusive creative department in LA-based agency.
- Successfully orchestrated cross-disciplinary creative collaboration among photographers, videographers, art directors, editors, copywriters, brand strategists, and freelancers in a start-up environment.
- Oversaw and developed campaigns for agency portfolio; spanning sports, television, theatrical, editorial, retail, CPGs and SaaS.
- Conceived agency hierarchy, quality standards, employee qualifications and responsibilities.
- Developed programs and procedures to provide clients with customized, collaborative, and economical creative services resulting in end-consumer retention and client satisfaction.
- Worked collaboratively to train teams and exceed established KPIs for roster of 25+ active clients.

Key Responsibilities

- Execute the function of creative lead and serve as liaison between C-level clients and 20+ internal team.
- Plan, assign, and manage quality for an average of 4,000+ complex projects and creative tasks annually
- Initiate effective workflow protocols with internal and external teams to prioritize and deliver on-time creative.
- Lead creative along with account directors and stakeholders on all client pitches, integrations, planning, and presentations.
- Direct, manage, and develop all client creative initiatives including integrated TV, A/V, print, digital, direct mail, e-comm, social, and web properties.
- Manage short-term and year-long client initiatives ensuring alignment with established brand standards.
- Oversee collective media spend of \$12M for clients, averaging yearly services billable over \$9M, with a client average of 140% ROI.

Highlights

- Secured agency as AOR for clients including AEG, Orion, and Fox.
- Conceived and executed creative proposals that resulted in more than \$1M of net revenue during first year.
- Acquired collective 1B+ social media impressions for client roster.
- Vetted and on-boarded vendors to scale business in growth periods, expedite projects, and close skillsets to deliver cost-effective high-quality content, resulting in 500% increase in annual company billings.
- Relaunched high-profile properties such as OK! Magazine, Travel & Leisure, and Koral.

Education

SAVANNAH COLLEGE OF ART & DESIGN
Bachelor of Fine Arts in Graphic Design

SAVANNAH COLLEGE OF ART & DESIGN
Bachelor of Arts in Advertising

Technical Skills

Adobe Creative Suite Design Tools
Photoshop, Acrobat, Premiere Pro,
After Effects, InDesign, Audition, XD,
Dreamweaver and Illustrator

Social Media Platforms: Facebook,
Instagram, Twitter, Youtube, Tumblr,
Twitch, TikTok

Development: Wordpress, PHP, JS,
MySQL, CSS, HTML5, WooCommerce,
Shopify, Magento, Drupal, CodeBase,
Assembla, CMS, JIRA

Marketing Platforms / Apps: Google
Analytics, Google Marketing Platform,
MailChimp, Constant Contact, CRM,
Tableau, Domo, Amplitude

Standards: Apple iWork Suite, Microsoft
Word, Powerpoint, Excel, Outlook

Memberships

AIGA, SAG-AFTRA

Notable Clients

ABC, Angels, AEG, Amgen Tour of California,
ArtStar, B Draddy, BAO, Blumhouse, Breakout
Gaming, Fox, Fox Sports, Koral, LA Angels,
LA Kings, Lifetime, Majestic Las Vegas, NBC,
NHL, OraTV, Park Hill Estate, PrintedPosts, Red
Bull, Savannah Pride, Study Buddy, The Africa
Channel, Time Inc., Travel and Leisure, United
Esports, Universal Studios, Vizr Productions,
World of Dance

Professional Experience (Continued)

Joshua Wells
CREATIVE DIRECTOR

Creative Director

WARNER BROS / TMZ Los Angeles, California

Jan 2010 - Feb 2014

- Formed and led first in-house creative team of 24/7 designers and art directors through strategic direction, conceptualization, and production of all brand identities, marketing campaigns and initiatives.
- Established visual tone and brand voice as first Creative Director.
- Led multi-scale studio projects, editorial operations, and sales activations in a fast-paced environment.
- Collaborated with WB management to increase brand exposure through relevant emerging outlets.
- Planned, designed, and led multiple brand extensions that resonated and increased viewership both online and via syndication.
- Scaled creative division with collaborative and cost-effective creative team during accelerated brand growth.
- Synthesized focus group research, positioning, key marketing points and feedback to craft content and improve efficiency and exposure.

Key Responsibilities

- Oversee complete creative strategy, development, and execution of flagship TMZ brand and its portfolio.
- Collaborate with show producers, talent, and execs to lead multi-phased and multi-platform content that is cohesive, on-brand, and monetized.
- Multi-task daily editorial needs with long-term project milestones.
- Capitalize on additional content and market through relevant avenues and external partners.
- Work extensively with managers, editorial, executives, research, clips & clearances, and legal on daily basis for production.

Highlights

- Increased team workflow by 40% by implementing project management processes and accountability.
- Led social and video branding to increase collective followers from 500k to 6M across all social platforms.
- Streamlined RFP process for partnerships and integrations, resulting in \$1M+ direct ad sales.
- Redesigned TMZ App, garnering 1M+ downloads in first week launch.
- Managed brand extensions and promotions, launched e-comm site, and designed various brand refreshes.
- Secured partnerships with companies such as Microsoft and XBOX for content syndication.
- Implemented over 200+ IAB standard ad campaigns for clients such as Lifetime, OMD, USA, CW, and Discovery.
- Successfully unified the entire brand with design standards and best practices.
- Delivered first-to-market designs that set industry standards.
- Designed the sister-site (TooFab) brand within an unprecedented 72-hour deadline.

Additional Experience

Associate Creative Director

BPG ADVERTISING Los Angeles, California

Feb 2014 - Aug 2014

- Oversaw, managed, and provided mentorship to a team of Art Directors, designers, developers, and producers with the agency.
- Produced pixel-perfect campaign creative for HBO, Lifetime, Bravo, History Channel, USA Networks, NBC, Lifetime, WGN America, Sony, and Universal.
- Partnered with industry entertainment giants to create cohesive campaigns for broadcast, online, and print.
- Executed multiple campaign pitches to secure accounts and agency business.
- Worked in tandem with ECD, copywriters, and strategists to solidify seasonal campaign direction for broadcast and theatrical clients.
- Designed and developed innovative microsites, brand extensions, applications, social media and online marketing materials.

Creative Director

INK BRANDING Savannah, Georgia

April 2007 - Oct 2009

- Managed digital and print design studio with 20+ retainer clients.
- Directed a team of 10 in-house designers.
- Effectively engaged customer and based through OOH and burgeoning social media marketing.
- Increased gross revenue by 125% annually.
- Upheld company standards, budgets, consistent design quality, and daily operations.
- Staffed, structured, and managed internal design team.

Creative Director & Consultation

FREELANCE Los Angeles, California

Jan 2005 - Present

- Delivering and developing brand identity, websites, e-commerce platforms, logos, social media presence, and brand strategy for a diverse portfolio of projects, corporations, and clients with follow through and attention to detail.