

## **JODELLE REED DEVANEY**

Creative Director \* Cross Platform Branding, Media, Experiential, Broadcast, Omnichannel

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### **CREATIVE DIRECTOR**

Freelance

*Nov 2022 - Present*

- Lead creative direction for multimedia omnichannel campaigns, events and cross platform content.
- Step into in-progress projects to provide leadership, fresh perspectives, and innovative solutions
- Direct and manage creative teams, overseeing concept development through delivery.
- Act as primary liaison between clients, agencies, and internal teams.
- Develop brand design for live and recorded events, including stage design, marketing collateral, signage, etc
- Write, direct, and implement pitch decks, proposals, and taglines to align with client visions.

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### **DIRECTOR**

Vox Media / New York Magazine

*Jan 2018 – Sept 2022*

- Managed designers, animators, and freelancers, driving creative execution while maintaining brand integrity.
- Provided creative direction for large-scale events, including Code Conference, Vulture Fest, Pivot Schooled.
- Designed and executed branded experiences, including stage design, collateral, wayfinding, social content.
- Led cross-functional collaboration with analytics and product teams, aligning design with business objectives.
- Spearheaded integration of motion into digital products, social platforms, B2B marketing, live event assets.
- Directed partnerships with production teams, troubleshooting new platforms for recorded and IRL events.
- Co-wrote pitch decks and proposals for Vox Creative, NY Mag Events, and Vox Studios.

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### **CREATIVE DIRECTOR**

Freelance

*November 2006 - January 2018*

- Write, design, and direct storyboards for show opens, IDs, toolkits, promos, and network redesigns.
- Location scouting, pre-pro, directing, post for show opens, campaigns, and brand packages.
- Create and deliver custom brand guidelines through clear toolkit handoffs and style guides.
- Collaborate with editors, flame artists, and animators
- Direct all visual and technical elements for live events, shows, and news broadcasts; develop local and national broadcast packages and support post-handoff implementation.
- Partner with clients and internal teams to deliver technically sound, user-friendly news packages

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### **CREATIVE DIRECTOR**

Broadway Video - New York

*August 2004 - November 2006*

- Oversaw Broadway Video's Creative Department; liaison between creative, production, and clients.
- Managed contracts with clients including HBO, Showtime, Nickelodeon, Matrix, and the Matrix Academy.
- Worked closely with clients like Matrix Academy/L'Oréal to brand live events for employees, academy members, and their annual week-long conference. (Including a Times Square Takeover)
- Provided key elements and tools for the main stage and evening celebrations, delivering a custom, elite-level entertainment experience for the audience.
- Designed stage layouts, motion graphics, print collateral, promotional materials, custom websites, and wayfinding to implement and reinforce brand identity and guidelines.
- Maintained a weekly stream of graphics for show and network promos/IDs for our steady contract clients.
- Collaborated closely with sound design to create unique storytelling and custom experiences for clients.
- Directed live-action projects, overseeing the transfer and post-production handoff to clients.
- Managed a team of designers, animators, editors, directors, writers, photographers, illustrators, production staff.

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## **DESIGNER/ANIMATOR/DIRECTOR**

VH1 On Air Graphics - MTV Networks

*July 2001 - October 2004*

- Worked with show producers, promo producers and members of the marketing department creating show opens, promo graphics as well as marketing graphics for other departments of MTV Networks.
- Wrote concepts for show opens and promotions.
- Troubleshooting technical issues supporting producers helping them communicate with their editors.
- Lead creative process from concept through delivery for show packages, upfronts and live events
- Lead casting calls and talent selections.
- Director carrying out styleframes and bringing visuals to life.
- Collaborated with sound designers and musicians for custom sound packages.

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## **DESIGNER/DIRECTOR**

Freelance - New York

*May 1999 - July 2001*

- Creating show open graphics, IDs, toolkits & promos for network redesigns.
- Directing talent and special effects
- Pitch through post - directing editors, artists and producers while executing graphic elements in post production.
- Partnering with composers and musicians for personally crafted sound design.
- Created and designed style guides laying down ground rules and custom brand guidelines.
- Executed user friendly toolkits for seamless hand offs and to ensure brand consistency.
- Casting and talent relations for show packages and promotional toolkits.

## **DESIGNER/ANIMATOR / VH1 On Air Graphics - MTV Networks**

*August 1996 - May 1999*

- Designed and animated motion graphics to be used for promos, events/stunts and show packages.
- Worked with show producers, promo producers and members of the marketing department creating show opens, promo graphics as well as marketing graphics for other departments of MTV Networks.
- Worked closely with directors and producers throughout the entire creative process from concept development through final delivery of the completed product.

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## **DESIGNER / Pittard Sullivan Los Angeles**

*April 1993 - August 1996*

- Supported Ed Sullivan and Billy Pittard creating marketing and creative decks to current and potential clients.
- Responsible for creating print marketing materials, packaging and presentations for PS, preparing files for post-production, creating custom fonts, and preparing presentations/pitches.
- Produced high resolution images suitable for large scale printing projects special events like Promax/BDA.

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## **SKILLS**

\*Hands on Creative \*Cross Platform Collaboration \*Deadline-Driven \*Print and Apparel Collateral \*Budget Conscious \*Creative Team Collaboration \*Stakeholder/Client Relations \*Tech Savvy \*Nurturing Mentor \*Broadcast Design \*B2B Marketing \*Omnichannel \*Live Action Director \*Animation \*Front End Design \*Executive verbal and written communications \*Up to date managing skills in current professional climate \*Sticking to the brief \*Interjecting feedback based on project needs not personal \*Maintains long term relationships