

JODELLE REED-DEVANEY

Executive Creative Director | VP, Brand & Creative | Head of Creative
Brand Strategy • Creative Leadership • Omnichannel Experiences • Broadcast & Streaming •
Experiential Marketing • Design Systems/toolkits • Motion • Live Events

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Executive Creative Director with 30+ years of experience leading more than 500 brand and marketing initiatives, building audience-driven brands across broadcast, streaming, digital, experiential, live events, and omnichannel media. Using hands-on creative leadership, and cross-functional development to deliver smart user friendly work with lasting business results.

My leadership begins with listening and asking thoughtful questions. I lead by example while encouraging others to do their best. My experience includes network redesigns, brand identity systems toolkits, and experiential campaigns. My goal is to build brands and systems that continue to thrive long after launch.

Executive Creative Director

Freelance | JXTwo

November 2022 – Present

- Provide executive creative leadership for cross-platform branding, marketing, and experiential initiatives for media and entertainment clients.
- Lead creative strategy for omnichannel campaigns spanning digital, broadcast, experiential, motion, and social platforms for national affiliates.
- Defined creative vision and align solutions with business and marketing objectives.
- Guide creative teams through concept development, production, and implementation.
- Step into in-progress projects, mentor teams, and assist with handoffs.
- Write conceptual messaging and pitches, with strategic proposals.
- Direct branding for live and virtual events including stage environments, audience experiences, environmental graphics, and marketing campaigns.

Design Director

Vox Media / New York Magazine

January 2018 – September 2022

- Directed creative operations supporting one of the industry's leading digital media organizations while overseeing brand experiences across editorial, product, events, and marketing.
- Managed teams of designers, animators, and creative freelancers.
- Partnered with Product, Marketing, Analytics, Editorial, and Executive Leadership to align design with marketing strategy.
- Introduced motion across digital, social media, live events, B2B marketing, and branded content.
- Co-developed executive pitches and business development presentations for Vox Creative, Vox Studios, and New York Magazine Events.

Creative Director

Freelance

November 2006 – January 2018

- Led branding initiatives for agencies, entertainment companies, and media organizations.
- Directed network redesigns, broadcast and show package launches, promotional campaigns, and visual identity systems and toolkits.
- Wrote creative concepts, developed storyboards, and led projects from strategy through delivery.
- Directed live-action from pre-pro, talent direction, location scouting, and post-production.
- Built design systems, creative toolkits, and style guides supporting long-term brand consistency.
- Collaborated with executive stakeholders, editors, writers, composers, and production teams

Creative Director

Broadway Video | New York

August 2004 – November 2006

- Oversaw the Creative Department while directing branding, broadcast, experiential, and marketing initiatives for major entertainment and consumer brands.
- Managed creative teams, editorial, writing, production, photography, and sound designers.
- Served as the liaison between executive clients, production teams, and creative departments.
- Led branding initiatives for HBO, Showtime, MTV, Nickelodeon, and L'Oréal Matrix Academy.
- Directed branding for Matrix Academy's annual conference and a Times Square takeover.
- Collaborated with composers and sound designers to create custom experiences.

Designer / Animator / Director

VH1 On Air Graphics | MTV Networks

July 2001 – October 2004

- Directed creative development for branding, promotions and live productions.
- Led projects from concept through production and delivery.
- Directed live-action, casting, through productions..
- Supported high-profile launches, Upfront presentations, and promotional initiatives.

Freelance | New York

Designer / Director

Pittard Sullivan NY, Lee Hunt Associates, Razorfish, Nickelodeon

VH1 On Air Graphics | MTV Networks

Designer / Animator

Pittard Sullivan | Los Angeles

Designer

Established a strong foundation in broadcast design, motion graphics, entertainment branding, presentation design, production workflows, and creative storytelling while working alongside some of the industry's most respected creative leaders.

TECHNOLOGY

Adobe Creative Cloud (After Effects, Photoshop, Illustrator, InDesign) • Figma • Keynote • PowerPoint • Creative AI Tools • Motion Graphics • Storyboarding • Brand Systems Development • Production