

Jenna Josepher

PROFESSIONAL SUMMARY

Independent creative director and designer with over 9 years of experience shaping vibrant and unconventional projects at studios, agencies, and brands. From campaigns and brand identities to social media and proposals, bringing a thoughtful, strategic approach to every collaboration. Notably, has led teams in delivering prolific work, contributed to a 750k increase in a brand's Instagram following over 2 years, and earned recognition from industry leaders like Spotify, The New York Times, and Levain Bakery. Dedicated to delivering tangible results, contributes clever, considered, and creative content to elevate brands in an evolving media landscape.

EXPERIENCE

Independent Practice, New York — *Creative Director, Designer, Strategist*

NOVEMBER 2021 - PRESENT

As a versatile Creative Director, Jenna manages end-to-end processes, including strategic planning, concept development, art direction, design, production, directing, and post-production. With an award-winning portfolio spanning beauty, music, retail, pharma, fashion, nonprofits, finance, and tech, Jenna specializes in refining brand identities, optimizing social media, and creating high-engagement campaigns.

Recent contract positions include:

Vegamour, remote — *Creative and Social Strategist*

FEBRUARY 2024 - PRESENT

- Led the development of compelling campaign concepts and messaging strategies, enhancing brand storytelling, awareness, and engagement.
- Crafted comprehensive multi-layered strategies, resulting in effective campaign execution and measurable results.
- Orchestrated an influencer-led approach; sourcing, briefing, and crafting messaging narratives for over 50 influencer partners, with a total reach of 60.1M.

Grand Crew, remote — *Art Director, Video*

NOVEMBER 2023 - PRESENT

- Collaborated with the team at Grand Crew to develop creative concepts for Spotify Radar, a quarterly music visual series showcasing emerging talent.
- Translated Spotify's creative vision into vibrant realities through set design, wardrobe curation, and client presentations.
- Played a central role in project development, including photographer selection, coordination and with production designers and DP

Retrospect Studios, remote — *Creative Director, Strategy*

MARCH 2023 - AUGUST 2023

- Generated impactful B2B campaign concepts and scripts, contributing to successful marketing initiatives.
- Provided valuable support to strategy, design, and leadership teams, enhancing overall project effectiveness.
- Designed and led breakout sessions of client-facing ideation exercises and analyses, fostering collaboration and driving innovation.

Quirk Creative, New York — *Executive Creative Director*

DECEMBER 2021 - MAY 2022

- Served as client-facing creative lead and guided the creative team through a combination of 26 different performance video and social campaigns
- Enhanced creative quality through effective feedback, addressing the briefs with intention, and creative instinct.
- Aligned team goals with company objectives, resulting in enhanced productivity, collaboration, and individual growth.
- Streamlined processes and codified administrative and new business materials, including pay structure, social product design, and RFPs.

Function of Beauty, New York — *Creative Director*

DECEMBER 2018 - NOVEMBER 2021

- Directed end-to-end visual creative processes, guiding brand identity and spearheading growth initiatives.
- Formulated comprehensive brand guidelines, enhancing versatility through illustration, photography, and design.
- Orchestrated successful expansion efforts, leading design, copy, and social media teams to cultivate a dynamic creative culture.
- Conceptualized and executed impactful social, Out-of-Home (OOH), and Connected TV (CTV) campaigns.
- Implemented streamlined workflows, enhancing cross-functional collaboration and efficiency.
- Boosted brand visibility: Grew a 5x increase in Instagram following, reaching 850k+ in just 2 years, with high engagement.
- Propelled team growth: Expanded team size from 2 to 9 members.

The New York Times, New York — *Associate Creative Director*

OCTOBER 2016 - DECEMBER 2018

The New York Times, New York — *Graphic Designer*

OCTOBER 2015 - OCTOBER 2016

- Crafted and drove concept development, creative strategy, and design for new business initiatives, cross-platform content, partnerships, and NYT global events, including brand activations.
- Spearheaded the creative process for ad innovation, new business, presentation design, and the creative strategy team.
- Played a key role in Request for Proposals (RFPs) and the development of new advertising products.
- Orchestrated internal event art direction, ensuring cohesive brand representation.
- Founded and expanded: Established a new business design team, growing it to 5 members.
- Innovated for growth: Pioneered and developed new advertising products, driving business expansion.

Creative Director, Designer, Strategist

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[instagram.com/deejennarate](https://www.instagram.com/deejennarate)

SOFT SKILLS

Creative direction, social media marketing and strategy, content development, creative strategy, commercials, creative team management, cross-functional team leadership, mentoring, concept development, client-facing treatments and presentation graphic design, video, photo, editing and compositing, VFX, animation, motion graphics, brand positioning, branding and identity, direct-to-consumer marketing, experiential, design, public speaking, thought leadership, editorial, art direction, consulting, partnerships, digital media, data analytics, 3D, 2D, illustration, production, ads, content, social media

HARD SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Media Encoder, Adobe Acrobat, Adobe Creative Cloud, Midjourney AI, Runway AI, Figma, FigJam, DSLR Photography, AI image generation, ChatGPT, Sketch, Microsoft Office, Outlook, Keynote, Google Suite, Wordpress, Slack, Asana, Jira, Trello, Dropbox, Box, Basecamp, Mailchimp, Klaviyo, Squarespace, Quicktime

AWARDS AND RECOGNITION, [full list here](#)

Giphy Film Festival

Finalist, "The Mano Lisa"

Webby Awards — Best Use of Native Advertising
Spotify x T Brand Studio

Webby Awards — People's Voice Award
Netflix x T Brand Studio

Neuehouse & Kvell Co.
Instagram Artist of the Year, (2016, 2017)

HOW Magazine International Design Awards
Cooksimple rebrand

Print Magazine Regional Design Annual
Cooksimple rebrand

Thayer Fellowship in the Arts
State University of New York

Patricia Kerr Ross Award
State University of New York

EDUCATION

BFA Graphic Design

Cum Laude
SUNY Purchase