


JODELLE REED DEVANEY

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Accomplished creative leader in broadcast/media/print/experiential in both client-based and in house environments. Veteran senior manager who brings years of industry experience and innovative creative design to the table. Extensive background in developing and implementing creative projects in a deadline driven environment. Proven record of leading diverse creative teams and cultivating client relationships in order to successfully oversee projects from concept to completion. Strong work ethic, adaptability and exceptional interpersonal skills.

CREATIVE DIRECTOR

Freelance - Contract

November 2022 - Current

- Stepping in as lead for projects in progress or intercede when help is needed offering new perspectives or fresh ideas.
- Leading projects for clients directing creative teams and managing deadlines.
- Setting the tone as a leader, making gameplans and establishing the tone of each project.
- Collaborate on experiential projects by utilizing past experience to elevate our work, offering fresh ideas and new ways to execute their brand.
- Acting liaison between the team, client and agency.
- Drive research, analytic studies and conceptual thinking behind the project.
- From concept through delivery; concepts, design, live action for multimedia projects, partnering with composers and musicians for personally crafted sound design.
- Oversee, manage, design and create cross-functional production of show open graphics, IDs, toolkits & promos for network redesigns, digital assets, B2B marketing, event promotions, on site branding and analytics, and websites. One concept, many executions.
- Creating and directing motion/print brand design for IRL or recorded events including all marketing collateral, stage design, facade design and animations, kiosk design and implementation, booklets, apparel and signage.
- Write, direct, and implement pitch decks for clients. I lead the process to help best convey their vision and streamline their proposal.
- Compose creative content, written concepts, marketing statements and tag lines.

DIRECTOR

Vox Media/New York Magazine

January 2018 - September 2022

- Managed a team of designers, freelancers, and animators, leading the creative process from concept through completion while reinforcing and maintaining Vox's brand integrity and adhering to strict brand guidelines.
- Provided creative and technical direction for the experiential and marketing teams for events such as Code Conference, Pivot Schooled, and Vulture Fest, as well as co-branded events with agencies and clients like Eater x Mastercard and The Cut x Intel.
- Acted as the branding team's representative for the creative, technical, and execution aspects of events, including stage design, animation, promotion through social media and print before and during the event, signage and wayfinding, and all print collateral.
- Led the branding team for Vox Media/New York Magazine, focusing on design and motion.
- Collaborated with product and analytics teams to ensure designs meet customer needs and business objectives across all internal divisions, including VM, NY Mag, Vox Media Studios, Vox Media Podcast Studio, Vox Creative, and the Events and Marketing teams.
- Supervised multiple projects simultaneously, maintaining deadlines and staying within budget parameters.
- Led the initiative to introduce motion to product and social elements, show packages, and B2B marketing materials for edited, live, and recorded events.
- Assisted production teams and companies with pre-recorded and live events, troubleshooting to ensure successful outcomes and resolving technical issues.
- Led the creative process, facilitating collaboration between Vox/NYM and production companies to address and troubleshoot existing and new technical platforms for pre-recorded, live, and IRL events.
- Provided news package and live-action background support for IRL events, implementing forward-thinking strategies to create a robust brand system and toolkit.
- Partnered to create and co-write pitch decks for Vox Creative, Vox/New York Magazine Events and Marketing, and Vox Studios.

CREATIVE DIRECTOR

Freelance

November 2006 - January 2018

- Write, design, and direct storyboards for show open graphics, IDs, toolkits, and promos for network redesigns and more.
- Conduct location scouting, pre-production, on-site directing, and post-production, including editing and custom sound design, for show opens/packages, national campaigns, and toolkits (including mnemonics).
- Create and deliver custom brand guidelines in the form of a toolkit handoff and style guide.
- Develop style guides with specific rules and instructions designed to support and strengthen the brand during graphic executions.
- Serve as the leader on set as director, ensuring the vision is realized while representing both the client and agency.
- Collaborate with editors, flame artists, and animators to maintain a consistent style of animation across projects, ensuring brand consistency.
- Direct and create all visual and technical elements for live events, shows, and news broadcasts. Develop local and national broadcast packages, assisting with and following up after handoff to provide implementation support.
- Work with clients and their staff on news packages to deliver technically sound handoffs that are user-friendly and leverage the latest technological advancements.
- Oversee and interact with production, making game plans, troubleshooting, and executing individual deliverables for each event or show.

CREATIVE DIRECTOR

Broadway Video - New York

August 2004 - November 2006

- Oversaw Broadway Video's Creative Department, serving as the 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.
 - 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.
 - Liaison between talent and clients, guiding them through the creative and production process.
- Led casting selection with client approvals.
- Collaborated closely with sound design to create unique storytelling and custom experiences for clients.
 - Managed staff while ensuring alignment with each project's vision, budget, and deadlines.
 - Directed live-action projects, overseeing the transfer and post-production handoff to clients.
 - Managed a team of designers, animators, editors, directors, copywriters, photographers, illustrators, and production staff.
 - Served as the liaison between my team and the client, overseeing concept and content development, including a Times Square takeover and year-round promotional support.



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.
- Maintained a personal relationship with talent acting as liaison between our department and production.
- Troubleshooting technical issues related to animation projects including rendering problems, compatibility issues between different software packages, supporting producers helping them communicate with their editors.
- Worked closely with directors and producers throughout the entire creative process from concept development through final delivery of the completed product for show packages, upfronts and live events, long format designs and promotional elements.
- Lead casting calls and talent selections.
- Director on set and on location fulfilling the project's vision and storytelling and carrying out styleframes and bringing visuals to life.
- Collaborated with sound designers and musicians for custom sound packages.

DESIGNER/DIRECTOR

Freelance - New York

May 1999 - July 2001

- Creating show open graphics, IDs, toolkits & promos for network redesigns.
- Directing talent and special effects keeping the client's vision and messaging tightly to storyboards and concepts.
- Involved with projects from pitches through post including directing live action (pre pro to set), partnering with composers and musicians for personally crafted sound design.
- Worked closely with editors, artists and producers while executing graphic elements in post production.
- Created and designed style guides laying down ground rules and custom brand guidelines.
- Executed user friendly toolkits of elements and directions 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.

DESIGNER

Pittard Sullivan Los Angeles

April 1993 - August 1996

- A member of one of the most impressive group of creatives who lead the industry standard in quality and passion for branding and design.
- 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.
- Provided support to internal teams during product launches or special events like Promax/BDA.

SKILLS

*Cross-Functional Collaboration *Deadline-Driven *Print and Apparel Collateral *Budget Conscious *Creative Team Collaboration *Project Overview Direction *Stakeholder/Client Relations *Tech Savvy *Nurturing Mentor *Broadcast Design *B2B Marketing *Live Action Director *Animation *Front End Design *Excellent verbal and written communications *Big picture thinking *Up to date managing skills in current professional climate *Sticking to the brief *Interjecting feedback based on project needs not personal *Sets the tone for the team and client relationship and tempo of each project *Maintain long term relationships

HANDS ON TECHNICAL SKILLS

Adobe Creative Suite, Experience with Figma and front end design, Google Workspace, Keynote/PowerPoint

Face to face work with clients acting as a liaison between the client and the team.

MAD SKILLS

*Making friends *Drinking coffee *Telling stories

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From concept to execution, ideas that solve problems,
experience with hands on skill.



THINK, DESIGN, CREATE