

JOEL JEFF

Art Director | Creative Director

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SUMMARY

Creative director and art director with 10+ years leading creative teams and campaign development for agency and in-house brands. Directed creative strategy across 20+ integrated campaigns — spanning TVC, OOH, radio, print, and social — generating 500M+ impressions and a 14.2M share of voice, and built mentorship programs that lifted team productivity 87.5% and retention to 90%. Recognized with 25+ international awards for design and campaign craft. Proficient in Figma, Adobe Creative Suite, After Effects, and Premiere Pro, with hands-on use of AI tools (Midjourney, Adobe Firefly, ChatGPT/Claude) to accelerate concepting and production. Track record pitching and winning new business, including a 75% pitch win rate and two of X3m Ideas' largest retainer accounts.

EXPERIENCE

Principal Creative Director — Eevulv

10/22 – Present

- **Set creative vision and brand positioning** for Eevulv, a full-service creative agency across the U.S. and Nigeria — defining and evolving the visual and creative expression of multiple client brands, using brand audit and refresh frameworks to ensure consistency and quality across every format and channel, for clients in aviation, beauty, technology, real estate, and the creative economy.
- **Lead creative development across the full deliverable set** — campaigns, digital and social assets, presentations, event materials, video, and motion graphics — in Adobe Creative Suite and Figma; drive adoption of AI-assisted tools (Midjourney, Adobe Firefly, ChatGPT/Claude) to expand creative capacity and enable rapid iteration without sacrificing craft.
- **Lead a multidisciplinary creative team** — art directors, designers, copywriters, community managers, brand strategists — owning creative direction, mentorship, and professional development; partner closely with marketing to translate narratives into precise, high-impact creative.
- **Own new business end-to-end:** identify, pitch, and secure client engagements across two markets, developing brand proposals, service decks, and investment-tier presentations that translate creative vision into signed work.
- **Establish a design system and brand asset library**, plus creative operations — intake workflows, briefing processes, project management systems, quality review frameworks — running the agency with agency-level discipline; define creative performance metrics (asset utilization, production velocity, stakeholder satisfaction, campaign impact) to guide creative decisions.
- **Develop marketing and advertising strategy** across ATL, BTL, and digital channels — social strategy, content calendars, paid frameworks, influencer strategy — supported by cross-border operational infrastructure (contracts, SLAs, contractor agreements, payment processes) across two markets.

Manager — X3m Ideas

05/21 – 06/23

- **Led a creative team of 15+** (art directors, designers, copywriters, content creators), building mentorship programs and skill-building workshops that drove an 87.5% productivity increase and 90% retention.
- **Developed and executed creative strategy and brand vision** across 20+ multi-channel campaigns (Print, Digital, POS, OOH, TVC, SMKV, Radio), driving a 35.3% increase in brand awareness and sales.
- **Led and executed ATL & BTL brand campaigns across multiple platforms**, driving integrated creative delivery across traditional and digital channels.
- **Led new business pitch work** with a 75% win rate, helping secure two of the agency's largest retainer accounts alongside several project-based clients.
- **Contributed to pitches for brands across multiple industries**, including Burger King, Showmax, BetKing, and Golden Penny, among others.
- **Coached and mentored team members** while coordinating cross-functional collaboration and running team meetings to align creative direction and project goals.

Senior Art Director — Dentsu / Isobar

06/20 – 05/21

- **Created brand and campaign assets across digital, print, social, events, and motion** — from concept to final output — presenting design proposals to stakeholders and mentoring junior designers through constructive feedback, with ownership of quality at every stage.
- **Supervised junior art directors during concept development** while pioneering data-driven creative approaches for social campaigns, achieving 45% higher engagement and setting new performance benchmarks.

- **Audited and resolved brand inconsistencies** across channels and self-serve materials, then wrote brand guidance that explained the thinking behind decisions, not just the rules, so teams could make sound calls in situations the guidelines didn't anticipate.
- **Partnered with Marketing, Sales, and Product as a creative resource**, engaging early in briefs to bring brand perspective into the process from the start.
- **Supported video and content production** — contributing to pre-production planning, supporting on-set shoots, and collaborating with editors and designers in post; directed photo shoots and approved final art, layout, and illustrative work for publication.

Senior Art Director | Instructor | Photographer — Studio24

07/17 – 12/18

- **Developed creative concepts and directed visual strategy** for campaigns and product launches across digital platforms, including websites and social media.
- **Managed client relationships and presented creative ideas for approval and revision**, gathering feedback to refine design approaches.
- **Oversaw a design team's output and delivery quality, and directed photo shoots** to ensure the desired creative vision was achieved; coached 55+ students as a Canon Academy Instructor in partnership with Canon.

Studio Manager — Insecta Studios

09/16 – 12/18

- **Built and launched a photo studio from the ground up**, directing full-scale productions from pre-production to final delivery and growing the client base 40% through creative and service quality; improved video editing and post-production workflow efficiency by 35% using Adobe After Effects and Premiere Pro.
- **Trained and led studio staff**, establishing operational and safety protocols that supported consistent, high-quality production.

Graphic Designer — Runman Media

03/15 – 09/16

- **Designed graphics, logos, and print/digital marketing materials**, translating brand concepts into on-brand visual assets across campaigns and platforms using Adobe Creative Suite.

SKILLS

Creative & Campaign: Art Direction, Brand Strategy, Campaign Concept Development, Social & Digital Creative, TVC / OOH / Print Production, Motion Graphics & Video Direction, Design Systems

Leadership & Strategy: Creative Direction, Team Leadership & Mentorship, Junior Talent Development, New Business Pitching, Client Presentations, Cross-Functional Collaboration

Tools & Tech Stack: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), After Effects, Premiere Pro, Midjourney, Adobe Firefly, ChatGPT/Claude (AI-Assisted Concepting)

EDUCATION

Bachelor of Arts, Fine Arts — University of Nigeria

AWARDS

25+ international creative awards, including Grand Prix and Gold (Pitcher Awards), Gold (LAIF Awards), Silver (WINA, Lisbon Awards), and features in Ads of the World and Lurzer's Archive.