

HEY, HI, HELLO. I'M JOSH.

An award-winning Creative Director with 15+ years leading advertising, brand, and innovation work for global companies and high-growth, venture-backed startups. Proven track record building and scaling in-house creative teams, partnering directly with founders and CEOs.

Deep experience advising 100+ ventures and VC firms on brand positioning, pitch narratives, and go-to-market creative. Recognized with Cannes Lions and Clio awards across advertising, branded content, and experiential design. Check out JoshYeston.com for my portfolio.

CLIENTS & AGENCIES

AMERICAN EXPRESS • APPLE • BEATS • CORONA • CURSOR • DORÉ
EQUINOX • ESTÉE LAUDER • FORD • FOX SPORTS 1 • GIANT SPOON
GODADDY • GREY • HBO • HINGE • IKEA • J.P. MORGAN • LIVE NATION
MCKINSEY & COMPANY • NEW ERA • NIKE • OGILVY • PEPSICO • PEREIRA
O'DELL • PIE • R/GA • REALTOR.COM • RED ANTLER • REEBOK • SAMSUNG
SPORTCHEK • SYLVAIN • TBWA\CHIAT\DAY • THE KNOT • VERIZON • VOLVO

EXPERIENCE

E01: **DEQ** 2020–NOW

FOUNDER & CREATIVE DIRECTOR

Creative studio specializing in pitch decks. Helping venture-backed companies raise capital, scale their brands, and define their voice. Serving 100+ seed-to-series ventures and VC firms.

E02: **JOSH ROBERT & YESTON INC.** 2018–NOW

FOUNDER & CREATIVE DIRECTOR

Freelance creative leader delivering work for Apple, Verizon, Equinox, McKinsey, Cursor, JP Morgan, and Amex. Hired by Media Arts Lab, Red Antler, Sylvain, Ogilvy, Live Nation, and many internal creative departments.

E03: **HINGE** 2020–2021

CREATIVE DIRECTOR

Built and led the in-house creative team, reporting directly to the Founder & CEO. Scaled the brand during a period of rapid growth. Deleted all of our social media. :)

E04: **GIANT SPOON** 2017–2018

CREATIVE DIRECTOR / NY OFFICE LEAD

Led the New York office's creative output for HBO, MassMutual, Synchrony Financial, and LOLA. Press called SXSWestworld "one of the best publicity stunts of the 21st century."

E05: **TBWA\CHIAT\DAY** 2015–2017

ASSOCIATE CREATIVE DIRECTOR

Creative lead for PepsiCo, GoDaddy, SportChek, and Apple. Integrated campaigns across film, digital, and social.

E06: **R/GA** 2013–2015

SENIOR ART DIRECTOR

Was one of the agency's first "art directors". Interactive and integrated campaigns. for Beats Music, Verizon, Samsung, and Volvo.

E07: **PEREIRA & O'DELL** 2012–2013

ART DIRECTOR

First employee of POD's New York Office. Campaigns for Corona Extra, New Era, Realtor.com, Fox Sports 1, and Reebok.

AWARDS

A01:	GOLD CANNES LION	Outdoor, Immersive Experiences
A02:	SILVER CANNES LION	Cyber, Integrated Campaign
A03:	CANNES LION SHORTLIST (x6)	Outdoor, Entertainment; Titanium
A04:	GRAND CLIO	Entertainment, Experiential
A05:	GOLD CLIO	Branded Content; Social & Digital
A06:	SILVER CLIO	Branded Entertainment; Music Integrated Campaign
A07:	BRONZE CLIO	Entertainment Innovation; Sport Engagement; Sport Film
A08:	BRONZE ONE SHOW	IP
A09:	GOLD MMA SMARTIE	Brand Awareness; Product Launch; Mobile Video
A10:	SILVER MMA SMARTIE	Innovation
A11:	IAB MIXX	Silver, Rich Media; Bronze, Product Launch
A12:	D&AD SHORTLIST	Experiential

COMMUNITY

SELECTMAN — WELLFLEET, MA

Serve as one of five elected executives governing the Town of Wellfleet, MA — setting policy, approving budgets, and providing direction on issues spanning municipal finance, infrastructure, and coastal resource management. Lead public deliberation and decision-making across competing community interests, building consensus among residents, town staff, and state agencies.

Concurrently serve as a Sewer Commissioner and Trustee of the Affordable Housing Trust, guiding two of the town's most consequential long-term initiatives: wastewater infrastructure and housing affordability.

CHAIR — CABLE, INTERNET, AND CELLULAR SERVICE COMMITTEE

Former chair of Wellfleet's Cable, Internet and Cellular Service Committee. Led the town's effort to secure state grant funding for the expansion and deployment of a municipal fiber optic network. Directed the committee's strategy across grant applications, stakeholder alignment, and coordination with state agencies and providers to bring high-speed infrastructure to coastal dead zones.