

CONTACT

joelwheat.com | joelwheat@gmail.com | p: 205.617.7770

SUMMARY OF QUALIFICATIONS

Veteran creative thinker, doer, leader, and educator with an ability to produce strategically sound, thoughtful, engaging, and beautiful work. Skills include a deep knowledge of social, digital, TV/OLV, and print communication with vast experience on brands large and small. Most importantly, I know how to mentor, lead, and grow a healthy and happy creative department that produces award-winning and effective work.

EXPERIENCE

2021-

BRAND AWARENESS MARKETING DIRECTOR, SALESFORCE, SAN FRANCISCO, CA

- Led creative efforts of the Team Earth campaign, including a global campaign in support of Salesforce’s first Super Bowl spot
- Launched brand design system for social media. Over 200 templates were created and shared with over 300 social practioners and created a design enablement system in Canva so non-designers could create timely content with ease
- Led creative efforts on F1 and Olympic partnerships on social media platforms
- Led creative on Salesforce first major social-first campaign
- Fostered and grew relationships with outside agency partners

2020 - 2021

SENIOR VICE PRESIDENT, CREATIVE DIRECTOR, EDELMAN, SAN FRANCISCO, CA

Clients: Adobe, Samsung, Sonos, Facebook, Dupont

- Led and mentored a full-time, pandemic remote, ten-person creative team across interactive, motion-led social media campaigns, experiential, and earned media activations for some of the world’s most admired and creative companies
- Managerial role included regular individual check-ins, resourcing, goal-setting, helping define and establish career advancement opportunities, and conflict resolution
- Worked directly with producers, project managers, resourcing, and accounts to staff and budget all projects

Business Wins:

- Samsung: Helped grow budget by over seven figures and expanded Edelman’s share of business in under a year by building a strong, trusting relationship with client leads and ground-breaking, motion-first, social media creative
- Facebook Novi: Led, pitched, and was awarded creative work for an extremely high-profile cryptocurrency launch
- Adobe Max: Led large, competitive creative pitch for Adobe Max 2020, Adobe’s first virtual conference and won social media marketing projects through thoughtful, culturally relevant creative thinking and design
- Sonos: Positioned Edelman as a creative-first agency to win Sonos Holiday Gift Guide assignment

2017 - 2020

PARTNER, CREATIVE DIRECTOR, ICF NEXT, CHICAGO, IL

Clients: Mars Wrigley, MillerCoors, Kraft, Jim Beam, Reynolds, Hotels.com

- Led a nimble creative (5+) team with a deep bench of freelancers to create big headline grabbing integrated earned media (+1B impressions) with tons of high-profile celebrity and influencer campaigns
- Helped produce, grow, and retain AOR social media creative for Mars Wrigley which ran in over 180 countries
- Brought to life creative vision of CPG clients including Starburst, Skittles, Pilsner Urquel, and Oscar Meyer

Business Wins:

- Hotels.com: Led highly competitive creative-first pitch against the largest competing PR/Ad firms. Grew business five-fold in under a year through deftly executed, smart, relevant earned creative. Met Captain Obvious #goals
- Seeds of Change: Led and won creative for a competitive pitch for Social Media AOR for new CPG brand

2010 - 2019

ADJUNCT PROFESSOR, CHICAGO PORTFOLIO SCHOOL, CHICAGO, IL

- The most rewarding professional experience of my career: 150+ students challenged my thinking, encouraged me to grow, and continually inspired me
- Taught graduate-level students Creative Thinking, Branding, Logo Design, Conceptual Thinking, Art Direction, Design, Campaigns, and Poster Design
- Continue to mentor many former students, providing a number of first jobs in the creative department; a number of students have gone on to become leaders in the field with many, many more on their journey to top positions

2014 - 2017

ASSOCIATE CREATIVE DIRECTOR, FCB, CHICAGO, IL

Clients: Cox Communications, Comcast/Xfinity, Anheuser-Busch, T-Mobile

- Helped manage a 25+ creative team to develop integrated 360 campaigns and big-budget TV productions for Cox Communications
- Won a global, 360 campaign pitch for T-Mobile
- Volunteered time to work on several nonprofit assignments for Off the Street Club, Illinois Council Against Handgun Violence, and PAWS Chicago

2014 - 2014

FREELANCE ASSOCIATE CREATIVE DIRECTOR, SAPEINT/RAZORFISH, CHICAGO, IL

2010 - 2014

CREATIVE DIRECTOR, SPOT ON COMMUNICATIONS, BIRMINGHAM, AL

2009 - 2010

SENIOR ART DIRECTOR, LEWIS COMMUNICATIONS, BIRMINGHAM, AL

EDUCATION

2006 - 2008

Design/Art Direction, Graduate-level studies, Miami Ad School at Portfolio Center, Atlanta, GA

2002 - 2006

Bachelor of Arts in Advertising, Marketing Minor, University of Alabama, Tuscaloosa, AL

AWARDS & HONORS

NAACP Outstanding Young Professional • One Show Shortlisted • Webby • Effie • 2 National Gold Addy Awards • National Silver Addy • 2 Gold Graphis International Advertising Awards • 2 Golds, Graphis International Poster Annual • 2 Sabre Awards for Innovation • Communication Arts, Design • 2 Shorty Awards • Object design featured in The Museum of Design, Atlanta (MODA) • Art Director of the Year, American AdFed, Birmingham • Gold Aster Award • 9 Gold, 16 Silver Local Addy Awards • Cannes Lion Shortlist