

JOSH TJADEN

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PROFILE

Creative Director with experience shaping award-winning experiential, hybrid, and branded content campaigns. Adept at blending strategic insight with original storytelling to build experiences that connect with diverse audiences. Recognized for leading cross-functional teams for clients including L'Oreal, Norwegian Cruise Line and Showtime. Proven ability to deliver fresh creative grounded in purpose, emotion, and cultural relevance.

WORK HISTORY

CREATIVE DIRECTOR

NYC | Remote

2021 - Present

VIVA Creative

- Lead creative development for international experiential campaigns, video content, and hybrid experiences.
- Client Highlights: New Profit, Norwegian Cruise Line Holdings, NY Times, Sotheby's International Realty
- Focus: Creative strategy, art direction, copywriting, RFP response, script writing, and onsite talent management.

CREATIVE STRATEGIST

NYC | LA

2017 - Present

joshiku LLC | Consultancy

- Focus: Lead creative development, destination marketing campaigns, live experiences and virtual engagements.
- Client Highlights: Droga5, Jack Daniel's, Lionsgate Films, Live Nation, Mirrorball Agency, and Unit9 Films.
- The Smoke Machine: Partnered with 'The Family' art collective to retrofit a 200' ferry into a private event space.

CREATIVE PRODUCER

NYC

2013 - 2017

DKC | HangarFour

- Focus: Creative direction, RFP project management, client team lead, stage management, and media relations.
- Account lead for Delta Air Lines, FanDuel, L'Oréal Paris, New Balance, Playmobil, SEGA of America, and the USTA.
- Creative direction of international event campaign for the *L'Oréal League*, a best-in-class marketing initiative.

DEVELOPMENT OFFICER | EVENT MANAGER

NYC | LA

2006 - 2013

GMHC | MZA Events

- Lead manager of major donor research and management with a focus on founding a young donor program.
- Partnered with marketing teams to integrate media into broader brand campaigns, enhancing overall visibility.
- Focus: Budget and timeline management, onsite event management, media relations, and creative direction.

DEVELOPMENT OFFICER | MAJOR GIFTS

DC

2009 - 2011

SLDN

- Significantly raised awareness of the '*Don't Ask, Don't Tell*' law through a strategic partnership with Lady Gaga.
- Lady Gaga campaign garnered 7M TV viewers, 5M social engagements, and 650K unique SLDN website visitors.
- Focus: Pre-production and onsite event production, and major donor research, solicitation & stewardship.

EDUCATION

Bachelor of Arts

Art History | Management
Marymount Manhattan College

Undergraduate Studies

Fine Arts | Political Science
Richmond College, London

TOOLS

Engagement

Apple Music, Meta Social Platforms
Survey Monkey, YouTube Studio

Project Management

Apple iWork, ChatGPT, Figma, Keynote
Google Workspace, Microsoft 365

NETWORK

Stacey Regan

ECD
NINE21 Productions

Kelly Markus

Founder & CVO
Hunters Point Agency