

JOSH TJADEN

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PROFILE

- Creative director with 15 years experience in creative strategy, experiential marketing, live events, and storytelling.
- Lateral thinker with successful track record of bringing creative concepts & stories to life across varied industries.
- Collaborative team manager who builds trust with colleagues, clients, and partners through clear communication.
- Civically-engaged creative who advances awareness of mission-driven initiatives through strategic partnerships.
- Highlights: Lady Gaga *Don't Ask, Don't Tell* campaign, L'Oréal Paris *L'Oréal League*, *US Open Experience* for USTA.

WORK HISTORY

CREATIVE DIRECTOR

NYC | Remote

2021 - Present

VIVA Creative

- Spearhead ideation of impactful campaigns that span experiential, video & written content, and hybrid events.
- Client Highlights: New Profit, Norwegian Cruise Line, NY Times, Oceania Cruises, Sotheby's International Realty
- Destinations: Austin (TX), Baltimore, Nashville, New York, Silicon Valley, Iceland, Ireland, France, and Malta.
- Focus: Creative strategy, art direction, copywriting, RFP response, script writing, and onsite talent management.

PRINCIPAL | CREATIVE STRATEGIST

NYC | LA

2017 - Present

joshiku LLC | Consultancy

- Focus: Lead creative development, destination marketing campaigns, live events, and virtual engagements.
- Client Highlights: Droga5, Jack Daniel's, Lionsgate Films, Live Nation, Mirrorball Agency, and Unit9 Films.
- Hunters Point Agency: Concept, advance, and onsite execution for consumer activations in Las Vegas and NYC.
- The Smoke Machine: Partnered with 'The Family' art collective to retrofit a 200' ferry into a private event space.

CREATIVE PRODUCER | EXPERIENTIAL

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 USTA.
- Destinations: Aspen, Atlanta, Las Vegas, Los Angeles, Miami, NYC, San Diego, San Francisco, England, and France.
- 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, AIDS WALK

- Lead manager of major donor research and management with a focus on founding a young donor program.
- Formed meaningful, lifelong bonds with donors and fellow advocates by producing cultivation & donor events.
- Produced and managed AIDS Walk New York and Los Angeles with annual fundraising totals of over \$10M.
- 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.
- Enhanced donor engagement by creating live media opportunities and managing large-scale annual gala.
- 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, Google Workspace
ChatGPT, Microsoft 365, Slack

NETWORK

Stacey Regan

Former VP, Creative
VIVA Creative

Kelly Markus

Founder & CVO
Hunters Point Agency