

# JOSEPH LADD

CREATIVE DIRECTOR, ART

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## SUMMARY

Creative Director specializing in visual development, creative strategy, and cross-channel storytelling. With a foundation in lo-fi, culture-driven storytelling, I lead the creation of integrated campaigns that connect people and brands through bold ideas. My background in production, design, and experiential art direction enables me to shape cohesive brand narratives—from concept to execution—across digital, social, experiential, and traditional media.

## TOOLS

Adobe Creative Suites

*After Effects, Illustrator, InDesign, Premiere, Lightroom, Photoshop*

Asana

Slack

Microsoft Suite

Google Workspace

## EDUCATION

Bachelor of Arts - Major in Music

*Sam Houston State University*  
2015-2019

## KEY SKILLS

Art Direction

*Conceptual + Production*

Social-First Campaign Strategy

Integr. Marketing Campaign Dev.

Visual Storytelling

Graphic + Motion Design

On-Set Director (Photo/Video)

Prop & Wardrobe Styling

Photo & Video Editing

Creative Mentorship

Client Communication

## ASSOCIATE CREATIVE DIRECTOR, ART

2025-Present

*Acadia, Digital Marketing Agency // Atlanta, GA*

- Partner with the Creative Director to co-lead conceptual and strategic development, shaping the creative vision across Acadia's portfolio of creative clients.
- Oversee cross-channel campaign integration—performance creative, influencer, paid/organic social, digital, and print—delivering bold, disruptive, and platform-native storytelling.
- Lead and mentor the in-house production and design teams, elevating creative standards, fostering professional growth, and ensuring brand consistency across all deliverables.
- Champion creative problem-solving across diverse mediums, translating complex marketing challenges into culture-shifting visual narratives.
- Played a pivotal role in securing Acadia's first two Agency of Record partnerships, establishing long-term creative trust with flagship clients.
- Collaborate with account, strategy, and media teams to ensure integrated marketing solutions that scale across touchpoints while maximizing campaign impact.
- Contribute to new business development through pitching and presenting forward-thinking creative strategies that differentiate Acadia in the competitive agency landscape.

## SR. ART DIRECTOR + CREATIVE STRATEGIST

2021-2025

*Acadia, Digital Marketing Agency // Atlanta, GA*

- Directed end-to-end creative production for Acadia's largest accounts, managing concurrent projects from ideation through execution across digital, social, OOH, and experiential.
- Developed integrated brand campaigns and content strategies that aligned with client objectives, cultural trends, and industry insights, resulting in measurable growth.
- Provided hands-on art direction on set for photo and video productions, ensuring alignment between concept, talent, and visual execution.
- Partnered with producers and account teams to optimize creative workflows, enhance efficiency, and elevate client presentations.
- Championed social-first creative by crafting disruptive concepts tailored for platform behavior, audience engagement, and performance optimization.
- Mentored junior designers and creatives, delivering actionable feedback and building a culture of collaboration and creative excellence.
- Collaborated on brand strategy and positioning, presenting compelling creative plans to clients that built trust and expanded partnership opportunities.

## DIRECTOR OF NEXT GENERATION MINISTRIES

2020-2021

*Seacoast Church, Next Generation Ministries // Conway, SC*

- Led creative direction and experience design for multi-campus student events, overseeing visual identity, activations, and digital collateral.
- Managed and mentored 40-60 staff/volunteers weekly, ensuring seamless production and brand consistency across environments.

## GRAPHIC DESIGNER

2018-2021

*Freelance/Contractor // Huntsville, TX + Atlanta, GA*

- Delivered brand design and digital collateral for diverse clients, specializing in social media and visual identity systems.
- Built a foundation in multi-channel creative execution that informed later art direction and campaign development.

## EXPERIENCE DESIGN RESIDENT

2019-2020

*North Point Ministries Inc., Student Ministry // Atlanta, GA*

- Designed event experiences and visual content for student audiences of 400-1,000.
- Produced multi-platform social creative that increased engagement and community visibility.