

JOANNE “JOEY” JOSEPH

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PROFILE

I'm a strategic and creative problem-solver with a Swiss Army knife skill set, part storyteller, part operator. An always-on remote leader since COVID, I lead with vision and execute with precision, managing multiple global brands at once, including ABI, Diageo, Pepsi, and Puma, while guiding cross-functional teams across marketing, communications and PR, production, creative, and ad revenue. I'm deeply client-facing, equally comfortable pitching the big idea, translating it, and making it real. From brand worlds to campaigns, content to activations, I create work that connects, performs, and lives at the intersection of culture and the platforms that shape it, turning insight into impact.

EXPERIENCE

SOUNDCLOUD

New York, NY

VP, Head Of Creative & Content

2022 - PRESENT

Lead the vision and execution of SoundCloud's global brand creative, building culturally resonant campaigns, content, and experiences across DOOH, social, merch, partnerships, and experiential marketing.

- Developed and launched 360° global brand campaigns, content, programs, and cultural activations, translating audience insight into moments that drove measurable growth, engagement, and press.
- Led creative efforts contributing to record paid subscriber growth, surpassing 1M Instagram followers, 500M+ content views, and 157M+ social and press impressions, alongside sold-out live events exceeding 200% capacity.
- Directed flagship programs including SoundCloud Stories, First on SoundCloud, Next Wav, DJ initiatives, and Fan (Beta) x Creator showcases, strengthening SoundCloud's leadership at the intersection of music, culture, and community. Oversaw a multidisciplinary global team across creative direction, design, production, and operations, ensuring cohesion and excellence across every brand touchpoint.
- Owned and managed multi-million-dollar creative and production budgets, serving as senior approver on scope, cost, timelines, and deliverables to protect creative quality and business outcomes.
- Led the development of legal SOWs, MSAs, and vendor agreements, partnering with Legal, Finance, and Procurement to build scalable workflows and streamline agency, creator, and production partner onboarding.

- Drove cross-functional alignment with marketing, communications, music, and product teams to ensure creative initiatives directly supported business KPIs.

FANATICS

New York, NY

Executive Producer

2023 - 2024 (CONTRACT ROLE)

Led content strategy, creative development, and production for brand campaigns and major sports moments, delivering award-winning storytelling that connected fans to culture.

- Executive produced Clio Sports–winning content including Fanatics Exhibit featuring Victor Wembanyama, First Fans for the 2024 NFL Draft class, and Will They Sign It, one of the brand’s top-performing social series.
- Led a high-performing, platform-native content team across Instagram, TikTok, YouTube, and emerging channels, elevating Fanatics’ cultural relevance through content that bridged sports, lifestyle, and fan engagement.
- Provided direct creative strategy and counsel to the CEO and senior leadership, shaping content around key tentpole moments and business priorities.
- Managed large-scale production and marketing budgets supporting major league partnerships and high-visibility brand initiatives, ensuring top-tier quality and on-time delivery.
- Drove contracting and SOW execution for creative, production, and external partners, serving as a cross-functional bridge between creative, legal, and business teams to keep fast-moving work compliant and efficient.
- Applied performance data to refine creative strategy, build scalable workflows, and optimize outcomes, ensuring every dollar, deliverable, and agreement was built for speed and scale.

VAYNER X/ VAYNERMEDIA AGENCY

New York, NY

SENIOR INTEGRATED PRODUCER

2017 -2023

Managed production and creative across all content initiatives, leading an in-house unit to deliver best-in-class executions from TV spots and digital to music videos, experimental, and print. Produced culturally relevant work, including the company's first journalistic piece (a New York Times Op-Ed) and helped win its first Cannes Lions Award.

- Oversaw high six to seven figure client budgets, aligning creative strategy with performance goals across social, content, and brand campaigns for Fortune 500 clients.
- Led end-to-end production across broadcast, digital, TV, radio, PSAs, and internal content, translating big creative ideas into executable, contract-ready programs.

- Drove SOW creation, contract scoping, and legal alignment, partnering with legal and operations teams to streamline retainers, project-based agreements, and profitability.
- Collaborated with agency leadership to establish annual client scopes and projected production budgets, contributing over \$800K in new production revenue.
- Served as a trusted operator and senior partner to CEO and Founder Gary Vaynerchuk, providing direct communication and executorial leadership.
- Helped secure major industry recognition, including VaynerMedia's Ad Age Agency A-List (2022) and Adweek Media Agency of the Year (2023), and became the first producer to win the company its first Cannes Lions Award.
- Led the training, mentorship, and growth of new producers, building scalable production leadership within the agency.

Senior Project Manager

- Managed budgets, timelines, scopes, and resources across multi-channel campaigns including TVC, OOH, and print.
- Led cross-functional coordination across creative, media, and strategy teams to drive brand, digital, social, video, and event projects from kickoff to delivery.
- Maintained project plans, briefings, and stakeholder alignment to meet all deadlines.
- Drafted SOWs, vendor contracts, and managed freelance resourcing.
- Collaborated with finance, legal, and ops teams to support client needs.
- Mentored junior team members and supported team-wide workflow improvements.

COMBS GLOBAL / A SEAN COMBS CO

New York, NY

Head Of Creative Services / Producer

2011- 2016

Oversaw day-to-day creative and production operations, managing teams, budgets, vendors, and client relations across brand campaigns.

- Produced broadcast, digital, and photo content for CÎROC, Deléon Tequila, and other Combs Wine & Spirits brands.
- Launched multiple product lines including new CÎROC flavors and Deléon's market debut.
- Managed full project lifecycles—strategy through deployment—while aligning with stakeholders and maintaining timelines and budgets.
- Worked directly with Sean Combs and senior leadership on brand portfolio execution.
- Built and led a hybrid team of staff and freelancers; vetted vendors and optimized service quality and costs.

- Mentored account managers and creatives, streamlining workflows and ensuring creative excellence.

WORK PRIOR TO 2011

Music Executive | A&R | Project Manager | Creative Producer

I'm a seasoned music executive and creative producer with over a decade of experience leading A&R, project management, and artist development across iconic labels including Universal Music Group, Island Def Jam, Tuff Gong, and Poe Boy Records. Proven track record managing Grammy-winning and nominated projects, overseeing end-to-end production, and guiding global artist campaigns.

EDUCATION

ASSOCIATE OF SCIENCE, BUSINESS MANAGEMENT AND FINANCE — BROOKLYN COLLEGE, CUNY

PROJECT MANAGEMENT CERTIFICATION — PRYOR LEARNING

WAVEFORM LEADERSHIP DEVELOPMENT PROGRAM — 2024