

JOSEPH GORDON CLEVELAND

*creative direction
+ design*

CONTACT

978.380.4711

jgc@theshelteragency.com

PORTFOLIO

theshelteragency.com

AWARDS

2013 NEW ENGLAND EMMY® AWARD

Outstanding Magazine Program/Special,
"Best of Season 4"—StyleBoston

2011 NEW ENGLAND EMMY® NOMINATION

Outstanding Magazine Feature Segment,
"Fashion Forward: Behind the scenes
at an Editorial Photoshoot"—StyleBoston

EDUCATION

SANTA BARBARA CITY COLLEGE

Santa Barbara, CA

Certificate in Graphic Design, 2007

EXPERIENCE

RUE GILT GROUPE

ASSOCIATE CREATIVE DIRECTOR | *June 2019 - Present*

ART DIRECTOR | *August 2018 - May 2019*

- Lead & managed a team of six art directors (three FT; three freelance), across two offices—Boston, MA & Shepherdsville, KY
- Developed quarterly seasonal campaign concepts, in partnership with SVP & Creative Director
- Managed & directed execution of all photography (on-figure, still life, living) for the RLL brand, for all channels: e-commerce, email, social, and direct mail
- Developed + leveraged relationships with cross-functional partners to evolve the brand's look & feel and strengthen merchandise storytelling
- Collaborated closely with cross-functional leaders on key marketing, customer acquisition & sales initiatives

J. JILL

ART DIRECTOR | *June 2016 - July 2018*

- Concepted + contributed photography, layout and typography direction for seasonal campaigns
- Art directed on-figure and still life photography for various channels: direct mail, OOH, in-store signage, e-commerce and social
- Designed monthly leaseline and in-store display kits for 275 retail locations
- Designed monthly direct-mail catalogs, corporate communications, packaging and trim, store communications and monthly associate style guides

THE SHELTER AGENCY

CREATIVE DIRECTOR | *October 2013 - May 2016*

- Creative direction + design for clients in the fashion, art & culture and interior design industries
- Select client list: Sotheby's, King's, Daniela Corte, Spazio Rosso, Georges Bergès Gallery, Mohr & McPherson, Mighty Love Food, En Chemise, Persona Fine Jewelry, and ML McDonald
- Contributor to Boston-area media outlets, including *Boston* magazine, *Boston Common* magazine, *Improper Bostonian* magazine, WGBH's *The Emily Rooney Show*, and the *Boston Herald*

COUP BOSTON MAGAZINE

CREATIVE DIRECTOR | *January 2012 - September 2013*

- Built + managed a small creative team, including graphic designers, a staff photographer, and prop and wardrobe stylists
- Concepted + art directed all feature and integrated advertising photography
- Lead design direction and oversaw design deliverables across all channels, including print, environmental, web and social
- Concepted + art directed video content for editorial features
- Contributed writing to the fashion, market, and interior design sections

STYLEBOSTON (WCVB-TV/ABC AFFILIATE)

SENIOR PRODUCER | *January 2010 - March 2013*

- Concepted, produced, wrote + oversaw the editing of the weekly *Fashion Forward*, *Gem of the Week* and *Man on a Mission* segments
- Secured on-camera interviews with industry-leading designers and figures, including Zac Posen, Cynthia Rowley, Christian Siriano, Joe Zee, Nick Wooster, Ken Downing, and Chris Benz, among others
- Concepted + produced native advertising campaigns