

TODD C FEDELL

Roseville, CA

STRATEGIC MARKETER – INSPIRING CREATIVE LEADER – TEAM BUILDER

CONTACT

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www.fedellportfolio.com

SUMMARY.....

Storied creative and marketing leadership experience directing agency and in-house teams. Adept at developing outstanding solutions and inspiring organizations to transform. Skilled communicator, mentor, and resource manager with expertise managing brands, assessing talent, building teams, and optimizing performance.

SKILLS

Creative Leadership
Design
Advertising
Marketing
Branding
Brand Management
Team Building
Mentoring
Workflow Optimization
Strategic Planning
Business Acumen
Financial Literacy
Change Management
Communication
Digital Marketing
Digital Advertising

EXPERIENCE

Senior Director, Global Design 2023 - Present
Jones Lang LaSalle (Remote) Leading global commercial real estate company with offices in 80 countries.

- Lead Design Center of Excellence, serving global sales pursuits totaling over \$100M
- Provide creative leadership, continually innovating and improving design solutions
- Established department operations, intake process, and cross-functional workflows
- Initiated new workload forecasting based on operational metrics

Senior Director, Marketing Content & Creative 2022 - 2023
Curriculum Associates (Remote) Ed-Tech curriculum provider with SaaS assessment and learning solutions.

- Provided creative leadership to graphic design and multimedia team for all marketing and sales needs
- Directed brand positioning, developed brand guidelines, and managed all brand channel touchpoints
- Wrote targeted product portfolio positioning, increasing market awareness
- Implemented process changes, resulting in streamlined operations, increased workload capacity, and improved turn-around times

EDUCATION

University of Arizona
BFA, Graphic Design
HubSpot Certifications
Digital Advertising
Digital Marketing

Executive Creative Director, Marketing & Communications 2020 - 2022
Colorado State University (Fort Collins, CO and hybrid) State Research University with enrollment of ~32,000 students.

- Restructured operations, implemented forecasts, reduced operational deficit by 20%, and increased billings 25% year over year
- Directed in-house team of designers, writers, and project managers
- Led all marketing initiatives, including COVID strategic response and recovery campaigns and NCAA brand messaging
- Key stakeholder on Division Strategic Planning committee, President's Five-Year Strategic Planning committee, and University rebrand leadership team
- Founder and Chair, CSU Marketing Council, a cross-campus marketing committee
- Improved cross-campus client relations, gaining new clients
- Conceived and led largest marketing campaigns in the University's history, resulting in increased enrollment and brand awareness for two consecutive years
- Led strategy and digital campaigns for the College of Engineering and Warner College of Natural Resources, surpassing KPI targets

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EXTRAS

CSU Marketing Council

CSU Strategic Planning

Committee Member

AlGA Director & Mentor

Cox Accelerator Program

Cox Employee Experience

Lab Steering Committee

Atlanta Bicycle Coalition

Board Member

Executive Director Southern

Bicycle League

NBCU Executive Marketing

Council Member

Work featured in:

Graphis

Communication Arts

AlGA

Print

Applied Arts

AWARDS.....

New York Art Director's Club

Silver

International Exhibition

The 100 Show

Broadcast Design Association

Gold, Silver, Bronze,
and Judges Award

Promax Marketing Gold,

Silver, Bronze, and

Judges Award

Senior Director, Creative Studio, Corporate Affairs

2016 - 2019

Cox Enterprises (Atlanta, GA) Media conglomerate consisting of Autotrader, Cox Communications, Manheim car auctions, and Kelley Blue Book.

- Provided creative direction for all corporate marketing and communications
- Led operations of in-house agency, Creative Studio, providing creative, multimedia, and project management solutions
- Achieved exceptional operational results including \$7MM in cost savings, bolstered team culture, improved efficiencies, and increased quality of work
- Established business plan, annual forecast, and led pay-for-services analysis of in-house operations
- Creative Lead for CEO brand development, collaborating with EY and Simon Sinek
- Strategic partner on corporate rebrand team, leading website redesign
- Collaborated with Corporate Strategy & Investments, successfully pitching and launching new division, Cox Healthcare
- Recognized as a High-Potential Executive, assigned to Cox Accelerator Program, and served on Cox Employee Experience Lab Steering Committee

Chief Creative Officer

2010 - 2016

Peloton Agency (Atlanta, GA) Advertising agency specializing in marketing, design, B2B strategy, events, and branding with an emphasis in entertainment, telecom, and non-profit work.

- Founding member and business manager
- Creative lead for cutting-edge advertising, branding, B2B & B2C promotions, design, and strategic planning
- High-profile successes included: PBS Education brand development and launch campaign, Esquire Network branding and style guide, multiple AMC Upfront campaigns, and Comcast Spotlight's inaugural business App
- Served as agency of record for PBS Education
- Clients included Discovery Channel, AMC, Nat Geo, Cox Communications, History Channel, Comcast, and Fox

Senior Vice President, Advertising

2007 - 2010

NBCUniversal (Los Angeles, CA) Multinational media entertainment conglomerate.

- Directed 50-person team of writers, print and digital designers, production artists, and photography managers, located in NY and LA offices
- NBC Agency leadership team member, reported to CMO, managed \$10M budget
- Led marketing campaigns for NBC Prime Time, NBC News, NBC Sports, the Olympics, and NBC Sales
- Provided creative direction for numerous top-rated television premieres including #1 comedy, #1 drama, #1 new series, #1 made-for-television movies
- Pioneered digital advertising take-over solutions and strategic partnerships with Yahoo and EW.com
- Member of the NBCUniversal Executive Marketing Council
- Successful implementation of operational changes resulting in over \$500,000 in annual cost savings