

JOSH GELB

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CAREER SUMMARY

Creative and strategic producer with over 12 years of experience and a proven track record of delivering high-caliber, data-driven creative across various mediums. Leveraging extensive experience in content development, brand storytelling, and multi-platform campaign execution at DirecTV in support of core business initiatives and KPIs. Agency experience includes delivering campaigns for high-profile clients such as T-Mobile, Adidas, and Microsoft. Adept at driving innovation, managing cross-functional teams, and blending creativity with business strategy to elevate brand narratives and maximize engagement.

WORK EXPERIENCE

Lead Advertising & Creative Services Manager | DirecTV

October 2022 - Present

Own the development, creative design and production of marketing initiatives from brief to delivery in support of customer initiatives, core business goals and value propositions. Develops key art, style guides, and episodic and mass campaigns.

- Point producer for marketing campaigns spanning two years in support of the nationwide launch of new hardware device, Gemini, to eight million customers. Campaigns focused on improving the conversion rate of the device to reduce attrition and improve acquisition, resulting in 124% attainment of sales over target and over 800,000 new customers.
- Led creative marketing campaigns in support of “Your TV” company initiative to revitalize customer-facing user interface, resulting in an increase of home page monthly average viewership by 328% in 2024.
- Coordinated seamlessly with brand, product, legal, and leadership teams to assess creative needs and recommend most compelling approach to support base management and company-wide initiatives and financial goals.
- Awarded company-wide 2023 Elite Award for creative work revitalizing brand affinity and reshaping brand perception by highlighting product offerings and emerging technology to build awareness among customers and engender loyalty.

Senior Lead, Creative Direction, Creative Services | DirecTV

May 2021 - September 2022

Produced broad-based marketing campaigns in support of current customer initiatives, including improving attrition, building brand affinity and driving revenue by marketing new offers and evolving technology.

- Directed and produced graphic design, video, digital, and social content in support of base management retention strategies, exceeding targeted customer retention goals and driving profitability.
- Managed internal client and agency relationships to ensure output meets project specifications and aligns with core business initiatives and KPIs; led strategic planning and execution of complex advertising campaigns based on prior learnings and metrics to an ever-changing market share to expand retention and educate customer base.

Producer | Essential Media Group

August 2019 - March 2021

Produced on-location and remote shoots for reality television shows. Vetted, hired, and managed talent and crew; line produced; oversaw payroll and managed budget and assets; worked with post-production team for final on-air output.

- Produced *Ghost Loop*, a paranormal reality show for Travel Channel, including on-location shoots across the U.S., requiring travel, client and crew management, location and shoot logistics and ultimate creative output.
- Line producer and production manager of *Restored*, a home renovation reality show for Magnolia Network. Oversaw budget management of eight simultaneous home renovations, including managing crew and contractors.

Multimedia Producer | 24/7 Laundry Service

February 2017 - July 2019

Led comprehensive, multi-platform content production across broadcast, digital, experiential, and social media, aligning creative vision with business goals. Delivered multimedia experiences encompassing strategy, creative, and media buying.

- Produced T-Mobile’s first-ever sponsored Snapchat story for a telecom company, garnering over 422 million impressions, and produced a T-Mobile Super Bowl LII television spot within an accelerated timeline of three weeks.
- Oversaw production of a live, 360° performance by Kesha and Macklemore for the Billboard Music Awards.

EDUCATION

Associate of Arts & Sciences, Cinematography and Film/Video Production | Bellevue College

2014