

JENN ARAUJO

Creative Director,
Brand, Marketing + Ad Product

718.755.7025

JSARAUJO26@GMAIL.COM
[PORTFOLIO LINK](#)

I'm a Creative Director who builds strong teams and delivers work that drives real business impact. I've led brand identities, integrated campaigns, and experiential initiatives that move the needle across engagement, growth, and revenue.

I translate complex, often ambiguous goals into clear creative direction that performs across digital, experiential, and integrated platforms. With experience spanning health, travel, finance, television, and lifestyle, I partner closely with marketing, product, UX, and leadership to keep work strategically aligned, on-brand, and creatively excellent—while mentoring teams and managing multiple priorities at scale.

CORE EXPERTISE

Creative Leadership & Team Development

Brand Identity & Design Systems

Integrated Marketing Campaigns

Experiential & Event Branding

Digital & On-Device Advertising

Cross-Functional Collaboration
(Product, UX, Marketing, Sales)

Data-Informed Creative Strategy

TOOLS

Adobe Creative Suite
Generative AI | Figma | Keynote
PowerPoint | Microsoft Office

EDUCATION

BA Graphic Design;
Hussian School of Art,
Philadelphia, PA

PROFESSIONAL EXPERIENCE

ROKU

New York, NY

Creative Director—Advertising Product, 2020—Present

Built, lead, and mentor a 16-person design and animation team, producing on-device ad experiences that contribute to \$3B in annual ad revenue.

Establish scalable design guidelines for Roku advertising products to be used by internal and external design teams as well as A/B testing frameworks to improve viewer engagement and advertiser ROI.

Partner with ad sales, UX, and engineering to launch and optimize ad products, balancing user experience with advertiser performance; collaborated on the development of AI-driven creative tools—including mockup generators and approval assistants—that streamline ad creation, enforce brand guidelines, and provide automated solutions for ads that do not meet the guidelines.

Oversee team operations, recruitment, and headcount planning—building one of the top-performing in-house advertising creative teams.

EUROMONEY INSTITUTIONAL INVESTOR*

New York, NY

Head of Creative, 2016—2020

*Formerly TheStreet Inc. which a portion was sold to Euromoney in 2019.

Directed creative across three brands (TheStreet, The Deal, BoardEx), ensuring consistent brand expression across digital, print, and events.

Partnered with marketing to define unique brand identities and produce event collateral, websites, staging, signage, sales decks, email campaigns, social content, and video.

Translated complex financial content into engaging creative assets that supported audience growth and revenue goals.

Mentored a design team, instilling best practices in brand consistency and cross-platform storytelling for all 3 Street Inc. brands.

WOMEN'S HEALTH MAGAZINE, RODALE PUBLICATIONS

New York, NY

Creative Director, 2015— 2016

Oversaw creative for large-scale events and branded partnerships, including Run 10 Feed 10, WH Next Fitness Star, WH Wellness Weekend, and FEED Foundation Auction.

Directed print, digital, and video campaigns, collaborating with production teams, photographers, and stylists to bring concepts to life.

Cultivated a strong creative culture by mentoring designers and encouraging innovative design approaches.

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HEALTH MAGAZINE & HEALTH.COM, TIME INC. PUBLICATIONS
New York, NY
Creative Director, 2006— 2015

Led the rebranding of Health magazine marketing tools such as media kits, advertising campaigns and event collateral, evolving it into a modern voice for women's wellness.

Oversaw creative production for integrated campaigns, sizzle reels, newsletters, presentations, and event branding.

Produced branded experiences in partnership with Bobbi Brown, Wanderlust Yoga, and Cooking Light, Travel + Leisure, and Money magazines.

CONDÉ NAST BRIDAL GROUP, CONDÉ NAST PUBLICATIONS
New York, NY
Art Director, 2003— 2005

Directed marketing and sales creative for Modern Bride, Elegant Bride, and Brides magazines, such as media kits, sales presentations, event collateral, integrated marketing campaigns and newsletters.

Collaborated on repositioning a 77-year-old heritage brand, increasing relevance and audience engagement.

SHAPE MAGAZINE, WEIDER PUBLICATIONS
New York, NY
Art Director, 1999 - 2003

Promoted from Senior Designer to Group Art Director, overseeing a team of 4 designers, 2 freelancers and 2 copy writers.

Developed all marketing and sales creative such as media kits, sizzle reels, ad campaigns, sales presentations and event collateral across Shape, Fit Pregnancy, Natural Health, Shape en Español, and Men's Fitness.