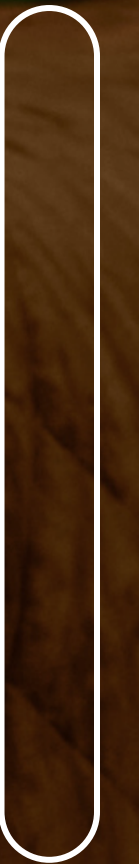


2024

Creative Director

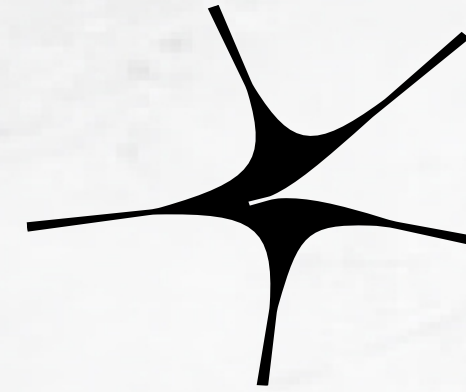
CREATIVE PORTFOLIO



www.josefadamu.com



JOSEF ADAMU



ABOUT ME

I am a creative director based in Brooklyn, New York, leveraging 8 years of production expertise to craft visual narratives that captivate audiences and drive brand engagement. As a Forbes 30 under 30 and Sports Emmy Nominee, renowned brands such as Nike, Meta, Spotify, and Converse, have trusted my vision and art direction to create impactful and culturally significant campaigns. It is through storytelling that I am able to create meaningful connections and inspire others.



EDUCATION

UNIVERSITY OF TORONTO, 2016
Bachelor of Arts (Digital Management)



Personal Skills ✨



ART DIRECTION

Responsible for the overall visual aspects of any media campaign.



BRAND MARKETING

Strengthen brand identity and positioning through curated marketing content.



PHOTOGRAPHY

Responsible for the capturing of subjects and the critical analysis of photo projects.



PROJECT MANAGEMENT

Playing the lead role in planning, executing, monitoring, controlling, and closing out projects.



PROPOSALS/PITCHES

Proposing new ideas in the form of creative treatments to convey original ideas.



THE JOURNEY

DEF JAM RECORDINGS

2016 - 2017

Led the creative direction and brand marketing for artist, Jahkoy.

UNIVERSAL MUSIC

2017 - 2018

Led art direction, RFPs, and album roll out for artist, Jazz Cartier.

SUNDAY SCHOOL

2019 - 2023

Led creative direction across all branded campaigns.

CHAPTER 01

CLIENT : NIKE

Led the Creative Direction + Concept Development for Nike's 'Artist Tee' Campaign. The story featured athlete-activist, Colin Kaepernick, in collaboration with designer Joy Yamusangie.

#Creative Direction
#Concept Development

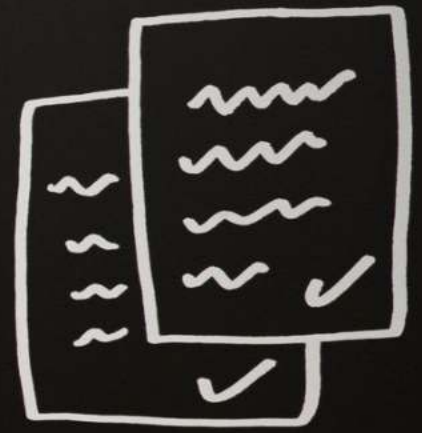
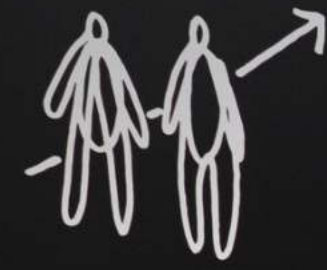


COMMUNITY

KAEPERNICK

we

equality

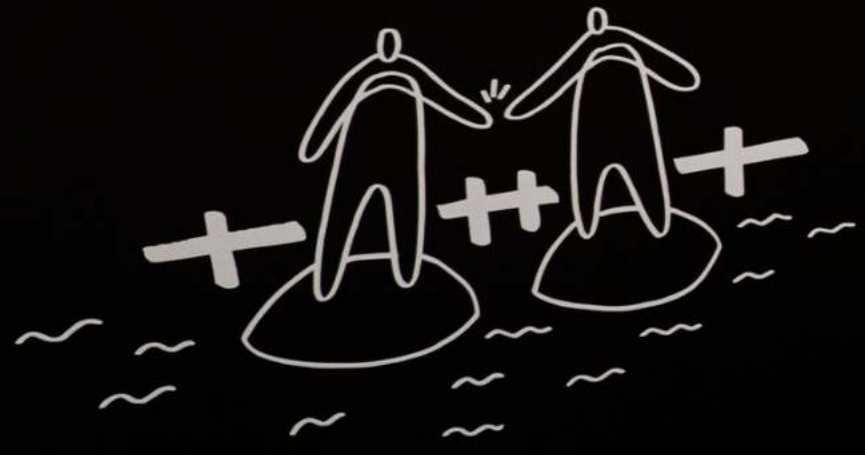
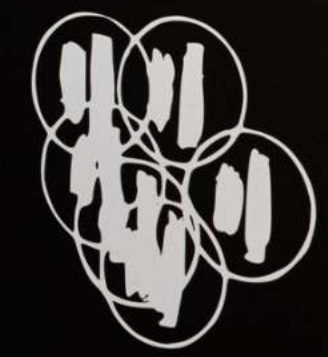


Focus



JUST YOUR POWER

YOUR VOICE



NIKE



CHAPTER 02

CLIENT : NIKE

Led the Creative Direction + Art Direction for Nike's FAMU Jersey campaign in collaboration with LeBron James. The campaign featured five current students and alumni.

#Creative Direction
#Campaign Marketing
#Concept Development



CHAPTER 03

CLIENT : NIKE

Led the Creative Direction + Campaign Marketing for Nike's Yardrunners 2.0 Campaign. The campaign featured, Megan Thee Stallion, a graduate from Texas Southern University.

#Creative Direction
#Campaign Marketing
#Branding





CHAPTER 04

CLIENT : SHOWTIME

Led the Creative Direction + Production Design for Emmy Nominated 'NYC Point Gods'. The long form documentary featured some of the most prolific basketball players to come out of New York.

#Creative Direction
#Production Design



SHOWTIME



CHAPTER 05

CLIENT : META

Directed a piece highlighting the story of Tina Knowles and her experience celebrating Juneteenth in her hometown of Galveston, Texas.

#Direction

#Creative Direction

#Social Media Strategy



∞ Meta





Jump Ball



Jump Ball



Daily Paper



Dress Rehearsal

CREATIVE AGENCY

SUNDAY SCHOOL CREATIVE

With a mission to create refreshing perspectives through visual storytelling and branded experiences, Sunday School is a creative agency founded by Josef Adamu. The establishment produces content in the form of photography, videography, and graphic design.



Hair Appointment



Nike Zoom Freak II



**Converse:
Counter Climate**



Universal Music



**Canon:
Creator Class**



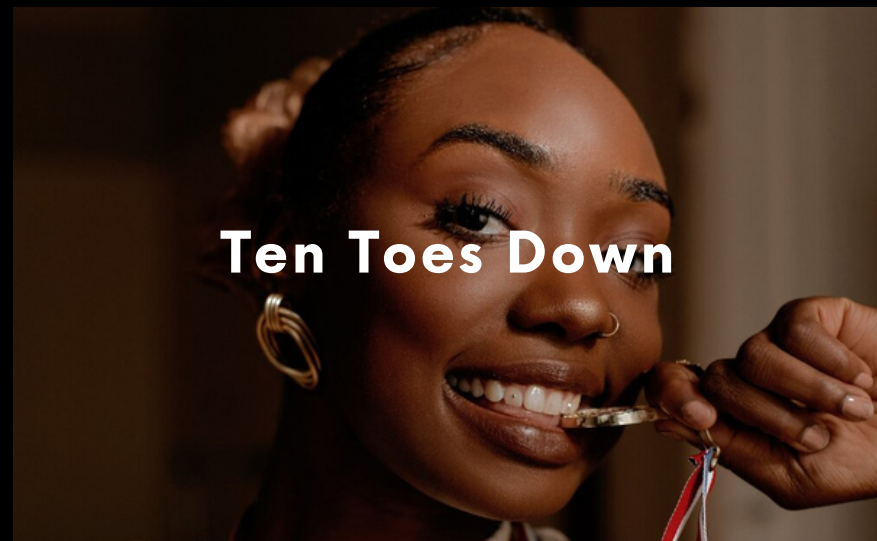
**Meta:
Year of Return**



Sony Music

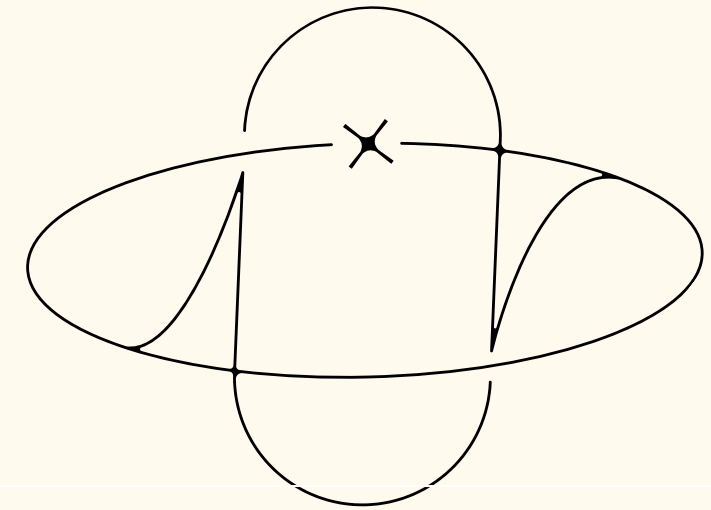
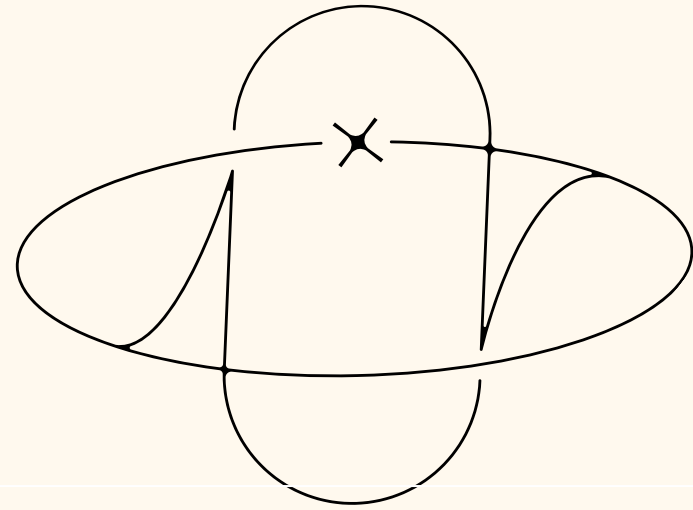


Mind Matters



Ten Toes Down

NOTABLE MOMENTS



FORBES

Forbes 30 Under 30
Arts & Style

D&AD

New Blood Awards
IMAX Jury Member

SPORTS EMMYS

NYC Point Gods
Emmy Nomination



FORBES

30 UNDER 30

ARTS & STYLE

Defining and driving the world of arts, Forbes awarded 30 of the brightest young entrepreneurs and leaders.

2023 30 Under 30: Art and Style

View All

Merrilee Barton Forbes Staff



Josef Adamu

29, Founder, Sunday School Creative

Nigerian-Canadian creative director Josef Adamu made headlines with his live photography exhibition "The Hair Appointment" in 2018, which celebrated Black braiding salons. It was viewed more than one million times and earned praise from Ava Duvernay, Tracee Ellis Ross, Vogue, Essence, and more. Since then, he's spearheaded Nike's Yardrunners campaign, which celebrates HBCUs, and produced shows alongside Kevin Durant and Tina Knowles.

[-]

Creative Portfolio



LET'S WORK TOGETHER

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