



Josef Adamu

Creative Director

As a Forbes 30 under 30 laureate and Webby Award Honoree, I stand at the forefront of visual storytelling as a Creative Director. With a rich tapestry of 8 years in production excellence, I weave compelling visual narratives that not only captivate audiences but also propel brand engagement to new heights. Industry giants like Nike, Meta, Spotify, and Converse have entrusted their campaigns to my artistic leadership, resulting in culturally resonant and profoundly impactful experiences.

Contact

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Web

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Location

Brooklyn, NY, USA

Education

2016

Bachelor of Arts
Digital Management
University of Toronto

Expertise

- Photography
- Branding
- Adobe Creative Suite
- Project Management
- Visual Storytelling
- Copywriting

Achievements

2023

Forbes 30 Under 30
Arts & Style

2023

Sports Emmys
NYC Point Gods

2023

D&AD New Blood Awards
IMAX Jury Member

Experience

2020 - 2023

Nike | New York

Creative Director

Freelance • *Colin Kaepernick*

- Led a cross-disciplinary team in the creation and execution of a Nike Sportswear campaign
- Worked with strategy team to develop concepts and refine brand messaging and ethos
- Directed all aspects of production (e.g. copy, photo, 3D rendering, retouching, video edits)

Freelance • *HBCU Yardrunners*

- Worked with creative team to develop visual identity for numerous HBCU campaigns
- Collaborated with production teams to execute projects across all regions of the USA.
- Consulted the marketing team on 360° campaign rollout for entire Yardrunner program

2019 - 2021

Meta | New York

Creative Director

Freelance

- Conceptualized and directed two major film campaigns in Accra and Los Angeles.
- Worked with creative team to ensure the campaigns aligned with Meta's brand identity
- Hired and directed production partners in Ghana to execute projects about the diaspora
- Defined the voice for Meta's Juneteenth series in collaboration with Tina Knowles

2017 - 2023

Sunday School Creative | New York

Creative Director

Freelance

- Developed the artistic voice, visual style, and brand identity from its inception
- Ensured that partnerships align with business goals, reach the target audience effectively
- Translated concepts into integrated campaigns utilizing graphic design, photo, video
- Provided creative leadership to numerous marketing teams (e.g. Converse, Merrell, Sony)
- Explored new methods of visual communication that refine existing brand storytelling

Reference

Joshua Kissi

Director, TONL

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Malik Sulieman

Creative Director, Cash App

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Brand Marketing, Meta

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