Jess Vogel

CREATIVE DIRECTOR | CREATIVE STRATEGY AND OPERATIONS

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PROFILE

Creative director with 10 years of agency and in-house experience. Combining creative expertise with team development, testing roadmaps, and production systems.

CORE EXPERTISE

Team building and coaching • Creative strategy and direction • Testing and iteration • Creative operations • Healthcare messaging and compliance • UGC and creator direction • Video production • Resource planning

PROFESSIONAL EXPERIENCE

Matchnode | Creative Director | March 2021–Present | Remote

- **Built the creative department from scratch**; advanced from Graphic Designer to Creative Director. **Lead seven people** through hiring, coaching, performance reviews, and workload planning.
- Direct creative for 15–19 brands across Meta, YouTube, PMax, display, and TikTok within a portfolio supporting ~$10M in Meta and ~$15M in Google annual spend.
- Build testing roadmaps, briefs, asset organization, reporting, and review workflows with media buyers; use AI to automate repeatable tasks so the team can focus on creative strategy and iteration.
- Oversee UGC with a UGC manager, including creator selection, briefs, shoots, usage-rights contracts, budgets, and client coordination.
- Lead healthcare creative for Midi Health, Oshi Health, Radial, and Expressable, translating complex services into clear messaging within client approval requirements.

Leesa | Senior Graphic Designer | July 2018–March 2021 | Virginia Beach, VA

Developed brand and performance creative across ecommerce, retail, and packaging; planned photo shoots and managed a small team of designers.

The Richards Group / RBMM | Graphic Designer | May 2016–July 2018 | Dallas TX

Created brand and campaign design for Central Market, AT&T, and contributed UI/UX design for the Chick-fil-A app.

TOOLS

AdNova + Motion • Frame.io • Meta Ads Manager • Asana • Adobe Creative Cloud + Figma • Grok + Claude

EDUCATION

Old Dominion University | BFA in Graphic Design | Minor in Marketing