

# Julian Streete

CREATIVE DIRECTOR / BRAND DIRECTOR

Atlanta, GA | 404.908.9810 | [julian@jstreetbranding.com](mailto:julian@jstreetbranding.com) | [www.julianstreete.me](http://www.julianstreete.me)



## ABOUT ME

**Visionary Creative & Communications Leader** with 15+ years driving impactful brand growth and engagement through research-based design and cross-channel digital strategies. Proven expertise in leading and mentoring high-performing creative teams, cultivating long-term client partnerships, and delivering measurable results for diverse organizations, from startups to established enterprises.

## DESIGN & DEV TOOLS

Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premiere Pro)  
Figma  
WordPress · Shopify

## CREATIVE & COMMUNICATIONS EXPERTISE

Brand Strategy & Development  
Digital Marketing & Campaign Management (Email, Display, Social Media)  
Visual Storytelling & Content Creation  
UI/UX Principles  
Typography & Layout Design  
Qualitative & Quantitative Research  
Print & Digital Production  
Art Direction

## LEADERSHIP & PROJECT MANAGEMENT

Team Leadership & Mentorship  
Cross-functional Collaboration  
Client Relationship Management  
Project Lifecycle Management  
Strategic Planning  
Presentation Development & Delivery  
Data Analysis

## JStreet Branding, Founder / Creative Director

Atlanta, GA | 2005 - Current

- ▶ Orchestrated comprehensive design, branding, and marketing strategies for **200+ diverse businesses**, like Inspire Brands and The New York Department of Education
- ▶ Created digital viral campaigns of hyper local cultural merchandise (**\$50,000+ sold independently in the first three months**)
- ▶ Managed social platforms for The Black Man Can, helped grow organic audience from **490K members to 1M+** members under two years

## AdviSE Sports & Entertainment, Athletic Branding

Atlanta, GA | 2011 - Current

- ▶ Developed targeted digital marketing campaigns for multi-platinum recording artists — NFL/WNBA players, expanding their brand reach and fan engagement by 31%.
- ▶ Created *Mr. Atlanta*, a branded merch line for star NFL cornerback — including brand identity, product design, production oversight, and quality control
- ▶ Produced invite-only camps with NFL stars AJ Green and Calvin Johnson, driving brand visibility and converting **500+ prospects** into a lucrative client pipeline.

## TransRe, Creative Lead

New York, NY | 2017 - 2020

- ▶ **Transformed raw financial data** into executive-ready storytelling — elevating quarterly and annual reports for a **\$14B portfolio across 24 global offices**.
- ▶ Guided internal stakeholders on marketing and digital solutions to achieve communication objectives.
- ▶ Collaborated with marketing teams to develop strategic business cases, **enabling high-impact international product launches and expansion into new markets**.

## Hexagon AB, Associate Creative Director

Atlanta, GA | 2014

- ▶ Designed and produced large-scale digital and print graphics for the Annual HXGN Live Global conference, **engaging 3500 attendees from 77 countries**.
- ▶ Oversaw 50+ creative projects in web, graphic, and video production

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## PRODUCTIVITY SUITES

Microsoft Office Suite (Word, Excel, PowerPoint)

Google Workspace (Docs, Sheets, Slides)

## Ogilvy & Mather, Account Management Intern

New York, NY | 2008

- ▶ **Led the winning Global Pitch team** to implement Feeding America's latest campaign
- ▶ Managed Ogilvy's largest advertising account, IBM

## EDUCATION

### Morehouse College

B.A. Business Administration

Atlanta, GA | 2007 - 2010

### University of North Texas

Entrepreneurship Study

Denton, TX | 2004 - 2007

## LINKEDIN

### CERTIFICATIONS

[Sales Strategies and Approaching In a New World of Selling](#)

[Content Creation: Strategy and Tools](#)

[Sales Fundamentals](#)

[Systems Thinking](#)

[UX Foundations: Storytelling](#)

[Business Storytelling with C.C. Chapman](#)

# Julian Streete

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## PROFESSIONAL SUMMARY

**Visionary Creative & Communications Leader** with 15+ years driving impactful brand growth and engagement through research-based design and cross-channel digital strategies. Proven expertise in leading and mentoring high-performing creative teams, cultivating long-term client partnerships, and delivering measurable results for diverse organizations, from startups to established enterprises.

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## EXPERIENCE

### JStreet Branding, Founder / Creative Director

Atlanta, GA | 2005 - Current

- Orchestrated comprehensive design, branding, and marketing strategies for **200+ diverse businesses**, including major organizations like Inspire Brands and The New York Department of Education, driving client success.
- Created digital viral campaigns of hyper local cultural merchandise (**\$50,000+ sold independently in first three months**)
- Managed social platforms for The Black Man Can, grew organic audience from 490K users to 900K+ users in one year

### AdvISE Sports & Entertainment, Athletic Branding

Atlanta, GA | 2011 - Current

- Developed and executed targeted digital marketing campaigns for high-profile clients, including multi-platinum recording artists and NFL/WNBA players, expanding their brand reach and fan engagement by an average 25%.
- Oversaw daily social media engagement with NFL fans to grow a digital audience over 650%
- Directed successful production of exclusive invite-only skills camps for **500+ elite teen athletes**, featuring NFL stars AJ Green and Calvin Johnson, enhancing brand visibility, resulting in a lucrative client recruitment funnel.
- Led extensive event planning and apparel production in collaboration with CAA (Creative Artist Agency)

### TransRe, Creative Lead

New York, NY | 2017 - 2020

- Transformed complex financial data into visually compelling Quarterly Financial Highlights and Annual Reports for a **\$14B investment portfolio across 24 global offices**, significantly enhancing clarity and stakeholder comprehension.
- Collaborated cross-functionally with marketing teams to develop robust business cases, **facilitating successful international product launches and market expansions.**

### Hexagon AB, Associate Creative Director

Atlanta, GA | 2014

- Designed and produced **large-scale digital and print graphics** for the Annual HXGN Live Global conference, **engaging 3500 attendees from 77 countries.**
- Oversaw 50+ creative projects in web, graphic, and video production

### Ogilvy & Mather, Account Management Intern

New York, NY | 2008

- Leader of the winning Global Pitch team to implement Feeding America's latest campaign
- Managed Ogilvy's largest advertising account, IBM

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## EDUCATION

Morehouse College, B.A. Business Administration  
Atlanta, GA | 2007 - 2010

- E.B. Williams Academic Award for 3.7 GPA
- President of the MBA Entrepreneurship Club
- Created the colleges Social Media Identities

University of North Texas, Entrepreneurship Major  
Denton, TX | 2004 - 2007

- Awarded The Ross Perot Scholarship for Entrepreneurship
- Launched JStreet Branding LLC

## ADDITIONAL INFORMATION

### Skills / Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Light Room, Premiere Pro, Acrobat)
- Figma
- Final Cut
- WordPress & Shopify Development
- Sketch, Webflow, HTML/CSS basics

### Certifications

- Sales Strategies and Approaching In a New World of Selling (05/2025)
- Content Creation: Strategy and Tools (11/2022)
- Sales Fundamentals (11/2022)
- Systems Thinking (11/2022)
- UX Foundations: Storytelling (06/2022)
- Business Storytelling with C.C. Chapman (05/2021)

### Leadership & Project Management:

- Team Leadership & Mentorship
- Cross-functional Collaboration
- Client Relationship Management
- Project Lifecycle Management
- Strategic Planning
- Presentation Development & Delivery
- Data Analysis

### Productivity Suites:

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Numbers, Pages, Keynote
- Google Workspace (Docs, Sheets, Slides)

### Creative & Communications Expertise:

- Brand Strategy & Development
- Digital Marketing & Campaign Management (Email, Display, Social Media)
- Visual Storytelling & Content Creation
- UI/UX Principles
- Typography & Layout Design
- Qualitative & Quantitative Research
- Print & Digital Production
- Art Direction