

JOEL GERLACH

CREATIVE DIRECTOR

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Joel Gerlach is an award-winning creative director, with over 14 years of experience in film, advertising, Web3, gaming, and VR/AR. Clients include Disney, LEGO, Oculus, ASICS, Nabisco, General Electric, YouTube, and more.

HIGHLIGHTS

- > **Experienced creative director** and project manager with strong aptitude for solving complex problems while remaining on-time and within budget.
- > **Well-rounded leader**, with experience working in the Hollywood film industry, for advertising agencies, Web3 technology companies, game studios, and more as a director, artist, and client.
- > **Bold and effective communicator**, creating briefs, decks, and production documents to win over brands, clients, upper management, and team leaders.
- > **Multidisciplinary approach**, with experience as an artist, technical & creative director, team manager, and business owner, mixing creative, analytical, and managerial skillsets.
- > **Passionate and pioneering attitude**, quick to embrace and understand new technologies while smoothly integrating existing pipelines and workflows.

EXPERIENCE

Fishermen Labs, Remote – *Creative Director*

OCTOBER 2022 – JANUARY 2023

- = Provided creative and technical direction for an unreleased AR lens produced for iHeart Radio and Charlie Puth running live in a concert arena.
- = Oversaw a team of 3D artists and designers, ensuring the final release matched the creative vision and mockups outlined in the original pitch deck.

WARP.Game, Remote – *Creative Director*

NOVEMBER 2021 – NOVEMBER 2022

- = Launched a project campaign that brought in over \$1,000,000 in sales over the course of a year, organically increasing Twitter followers from 1,200 to 35k+.
- = Led a team of 17 international developers, marketers, and artists to design, build, deploy, and market a Web3-based game experience.
- = Created the underlying visual graphics for each game experience, identifying key points of optimization and providing creative direction to product launch.

Cappelli Miles, Eugene OR – *Creative Director*

FEBRUARY 2018 – DECEMBER 2022

- = Pitched, scripted, directed, and produced dozens of unique award-winning TV, radio, and digital advertising campaigns for a wide variety of brands.

- = Directed and inspired a team of designers, artists, copywriters, and motion graphic artists, holding total responsibility as a trusted advisor and lead.
- = Identified and interpreted clients' intended messaging, refining and developing their brand consistency, envisioning a unique and standout approach to achieve the core needs of the campaign.

Studio229, Los Angeles, CA – *Co-Founder, Creative Director*

AUGUST 2012 – NOVEMBER 2017

- = Produced and directed over 15 interactive and non-interactive film, VR, and commercial projects for major commercial brands and production companies.
- = Managed and directed technical and creative artists, working under limited time and budget to achieve results consistent with a much larger production company, delivering quality that exceeded typical Los Angeles-based studios.
- = Directed and consulted on film sets and soundstages, operating in a leadership role during production shoots, offering direction that resulted in time and cost-saving measures in post-production.
- = Ran core business operations such as writing freelancer work contracts, overseeing budgets and cash flow, in addition to trademark evaluations, daily business logistics, and ensuring compliance with tax laws.

EDUCATION

East Tennessee State University, Johnson City, TN

Bachelors of Science, Magna Cum Laude AUG 2008 – DEC 2010

- Specialized in digital media video production, with an emphasis on VFX, post-production, and advertising media.
- Was the youngest graduate of the program at age 20, completing a bachelor's degree in under three years.

ADDITIONAL SKILLSETS

- [**Entrepreneur** – launched three different companies, including a board game entertainment product released during the COVID-19 pandemic, strong familiarization with writing and drafting legal documents, budgets, investor reports, websites, and branding guides.
-] **Digital media storyteller** – extremely adept at telling stories for a variety of mediums, audiences, and ages, from social media marketing to TV and radio advertising, perfectly matching the campaign strategy to the target audience.
- { **Versatile film production background** – versed and comfortable with numerous varieties of camera platforms, proficient in modern film techniques such as lighting, greenscreen, virtual stages, and filmmaking inside of a game engine.
- } **Profound software fluency** – expert knowledge of all Adobe Creative Suite products, deeply comfortable with VFX and production pipelines, excellent understanding of Google Work apps; easily adaptable to all kinds of task management software; **Blender3D evangelist**.
- { } Rad ukulele player.