

# DEVON JOSEPH

## Senior Producer · Events & Programs Director · Creative Project Management

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Production and program leader with 17+ years and 100+ programs delivered, from NFL Super Bowl Weekend and NBA All-Star to JPMorgan and Morgan Stanley conferences. Started on the floor — load-in, run-of-show, talent handling — and built into creative direction, portfolio management, and full P&L ownership. Runs 10–25 concurrent programs against shared OKRs while directing 30+ vendors, 5–25 direct reports, and \$15M in annual spend against \$100M+ managed cumulatively. Secured \$50M+ in partnerships spanning commercial sponsorships and cause-driven properties. Equally credible building the plan and calling the show.

- Secured **\$50M+** in sponsorships and partnerships, including a \$2.5M Mercedes-Benz USA sponsorship of Matt Barnes' Athletes vs. Cancer Celebrity Golf Classic and a CJ Stroud (Houston Texans) partnership with C4 Energy
- Produced brand activations, pop-ups, and product launches for Nike (Los Angeles and Charlotte, NC), Adidas, Vans, Beats by Dre, Skullcandy, Monster, Red Bull, and PATH Water
- Delivered across the full event spectrum — stadium-scale activations and festivals through corporate conferences, executive summits, weddings, and VIP programs for Hyatt, Farmers Insurance, Citibank, JPMorgan, and Morgan Stanley
- Managed **\$100M+** in cumulative production budgets and up to 20 concurrent cross-functional teams with full forecasting, reconciliation, and ROI accountability
- Worked recurring marquee properties across multiple years and engagements: NBA All-Star Weekend across six consecutive seasons (2011–2016), NFL Super Bowl Weekend across multiple years, and the Celebrity Sweat Flag Football Challenge from Super Bowl 50 onward
- Additional properties: Grammy and ESPY Awards, Comic-Con, TwitchCon, NAMM, SEMA, iHeartRadio Music Festival, FIA World Rallycross across seven countries

## EXPERIENCE

### Independent Experiential, Creative & Production Consultancy

2009 – Present

*Retained senior production and creative leadership for consumer, entertainment, sports, and financial services clients. Engagements below are multi-year and embedded; overlapping dates reflect concurrent retained engagements, standard to contract-based production work.*

### Epicenter Live Agency — Senior Marketing, Events & Experiential Lead

2020 – Present

- Grew client annual revenue 20%+ by managing a portfolio of 10–25 concurrent programs against shared OKRs, integrating live activations, seasonal product moments, and creator partnerships.
- Expanded audience reach and engagement 35% year over year by pairing onsite experiences with influencer content and cross-channel amplification.
- Cut program delivery timelines 25% by standardizing creative briefs, intake workflows, SOPs, and AI-assisted automation across nine internal and agency teams.
- Directed \$15M in annual creative and event budgets by owning forecasting, resource allocation, and executive KPI reporting across all active programs.

### To Be Designed (TBA) — Events & Experiential Director

2020 – 2024

*Corporate and private events for Hyatt, Farmers Insurance, Citibank, JPMorgan, Morgan Stanley, private venues and private clients.*

- Delivered 50+ programs at 100% on-time execution and 95%+ client satisfaction by owning end-to-end delivery across multi-day, multi-location productions.
- Managed 5–25 direct reports per program by hiring, scheduling, and developing leads across load-in and load-out, AV, media, event coordination, sponsor services, and vendor teams.
- Reduced vendor and production costs 15–20% on \$1M+ in spend by consolidating sourcing and renegotiating agency and vendor contracts.
- Raised delivery consistency by instituting post-program retrospectives and continuous-improvement standards that fed lessons learned into every subsequent build.
- Protected program continuity with zero compliance failures by owning permitting, insurance, security, and brand-partner approval cycles.
- Kept executive and client stakeholders aligned through structured stakeholder management, status reporting, and change management within financial services brand and compliance requirements.

### Unparalleled Group — Senior Marketing, Events & Experiential Lead

2014 – 2020

- Produced brand activations, pop-ups, and celebrity suites across NFL Super Bowl Weekend (including the Celebrity Sweat Flag Football Challenge at Super Bowl 50 and the Maxim Party), NBA All-Star Weekend, Comic-Con, NAMM, SEMA, the ESPY and Grammy Awards, and iHeartRadio Music Festival, reaching 500K+ attendees.
- Grew agency revenue 20%+ and program volume 15% by establishing new client contracts and building a repeatable business development pipeline.
- Directed creative teams of 15–25 spanning designers, cinematographers, photographers, graphic artists, stylists, creative directors, content, and spatial production by developing creative briefs and running review and approval cycles.

- Drove product demand for Nike, Adidas, Vans, Skullcandy, and PATH Water through onsite brand experiences and retail pop-ups, managing resource allocation and capacity planning across concurrent teams.
- Extended programs internationally through Red Bull and FIA World Rallycross activations across seven markets including Portugal, Great Britain, France, Italy, Finland, Sweden, and Canada.

### Island Def Jam — Assistant Creative Director, Experiential Production

2012 – 2014

- Generated 300M+ impressions across digital and social by directing artist-led fan activations for Big Sean, 2 Chainz, Teyana Taylor, Jhené Aiko, Jeremih, and YG.
- Cleared every national campaign on schedule by managing artist, label, and brand-partner approval cycles across licensed music and talent IP.
- Translated album and tour objectives into experiential creative direction by developing briefs and concepts with artists, management, and label stakeholders.

### Monster Cable Company — Marketing & Events Producer

2010 – 2014

*NBA and NFL brand programs, including Beats by Dre, 2010 to 2013.*

- Produced 30+ VIP and press experiences during Super Bowl and Grammy weeks with zero execution failures by directing crews of 50–100+ across security, talent logistics, and production.
- Amplified product launch windows by converting talent and press moments into earned coverage and brand visibility.

### Interscope Geffen A&M — Marketing Assistant, Brand & Experiential

2008 – 2010

- Informed national artist campaigns by conducting market and trend analysis and coordinating experiential planning across marketing and business teams.

## SKILLS

**Production & Program Management** — Experiential marketing and event production, project management, program and portfolio management, project plans and critical paths, RACI, Agile and Scrum delivery, sprint planning and backlog management, run-of-show and live show calling, vendor sourcing and negotiation (30+ concurrent), budget ownership and P&L management, forecasting and reconciliation, OKR and KPI reporting, risk and compliance, permitting and insurance, SOPs and playbooks, post-event reporting and analysis, retrospectives and continuous improvement, contract negotiation, corporate conference and summit production, private and social event management, guest experience and hospitality, hybrid and virtual delivery.

**Creative Direction & Brand Campaigns** — Creative direction and concept development, creative brief development, creative review and approval cycles, creative team leadership across design, content and spatial production, resource allocation and capacity planning, brand activations and immersive experience design, health, wellness and active-lifestyle programming, cause marketing and philanthropic partnerships, product launch and seasonal campaigns, talent and creator partnerships, sponsorship and partnership marketing, licensed IP and talent approvals, integrated campaign execution.

**Leadership & Stakeholder Management** — People management and direct-report development, hiring and mentorship, cross-functional leadership across creative, marketing, retail, PR, legal and finance, stakeholder management and executive reporting, client services and account management, client and partner relationship ownership, business development and pipeline growth, change management and organizational readiness, digital marketing and e-commerce fundamentals, marketing analytics and measurement.

**Tools** — Asana, Monday.com, Smartsheet, Airtable, Jira, Notion, Trello, Slack, Eventbrite, Certain, Ticketmaster, Webex Events, OnePlan, Shoflo, CuePilot, Stage Timer, Master Tour, OBS, Ross Video, Adobe Creative Suite, AutoCAD, TouchDesigner, Salesforce, HubSpot, Marketo, QuickBooks, DocuSign, Claude, Claude Code, OpenAI Codex, agentic workflow automation.

## EDUCATION & CERTIFICATIONS

Business Management & Communications — senior standing, degree in progress. Coursework completed across multiple accredited institutions with credits transferred and retained.

**Google Career Certificates:** Foundations of Project Management · Project Initiation · Agile Project Management · Foundations of Digital Marketing and E-commerce · Attract and Engage Customers with Digital Marketing · Marketing Analytics and Measurement.

## ADDITIONAL

Authorized to work in the United States. Based in Carlsbad, CA. Available for hybrid and remote-first delivery, extended on-site stays, and travel up to 75%. Experienced leading distributed teams across US and international markets.