JEFF ROGERS

CREATIVE LEADERSHIP & BRAND EXPERIENCE

More than two decades of experience helping organizations build brands, tell better stories, launch ideas, and create experiences that connect business strategy with people.

Tulsa, Oklahoma • contactjeffrogers@gmail.com

01 | TDW / SHiiELD

Turning complex technology into a clear customer story

CREATIVE LEADERSHIP
Brand Strategy • Product Positioning • Integrated Campaign
Video • Digital • Sales Enablement • Experiential
Agency Direction

THE CHALLENGE

T.D. Williamson wasn't just introducing a new pipeline tool and service. SHiiELD created a new category of pipeline isolation tool built around sophisticated technology and a complex customer problem. The launch needed more than a visual identity—it needed a clear position, a compelling story, and a coordinated experience across every customer touchpoint.

MY ROLE

Led creative strategy and direction for the integrated launch, partnering with product, sales, marketing, technical experts, senior leadership, and external creative partners.

THE APPROACH

Built the launch around a unified customer story, then translated that strategy across brand identity, positioning, digital marketing, sales enablement, photography and video, social content, and experiential.

Creative direction extended into the physical customer experience, integrating environmental graphics, product demonstrations, interactive content, video, and storytelling at industry events.

TDW SHiiELD™

IMPACT

$10M+ Pipeline opportunities influenced

40% Increase in qualified trade show leads

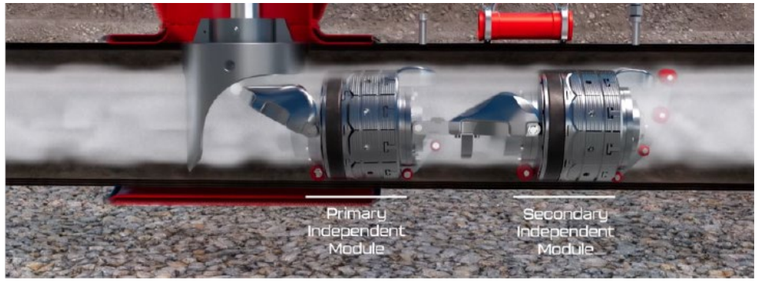
15% Google campaign click-through rate



Click to watch SHiiELD teaser video



Click to watch SHiiELD commercial video



Click to watch SHiiELD technical video

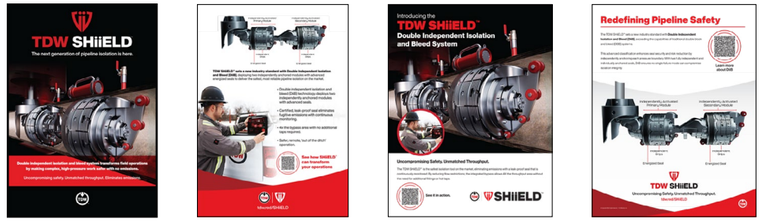






Click to watch SHiiELD AI video shorts

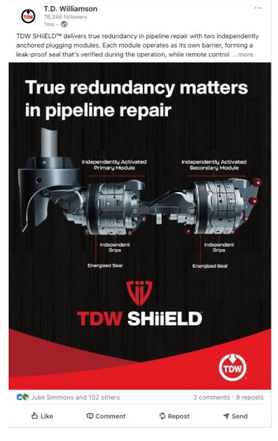












02 | CISO GLOBAL

Building a brand system from the inside out

CREATIVE LEADERSHIP
Brand Transformation • Positioning • Brand Governance
Team Leadership • Digital • Content Strategy • Web
Executive Communications

THE CHALLENGE

CISO Global was growing rapidly, but its brand wasn't keeping pace. The company had a logo, a color and no standards for how the organization should present itself across audiences and channels.

Cybersecurity communications also leaned heavily on the industry's familiar language of fear and threat.

MY ROLE

Led the creative transformation while managing a team across design, copywriting, web development, and social/ digital marketing.

THE APPROACH

First, we built the foundation: stabilized the logo, expanded the visual palette, established brand guidelines, and created repeatable systems for consistent execution.

Then we changed the story.

Instead of presenting cybersecurity primarily through fear, we positioned CISO Global visually and verbally as a confident business partner helping organizations move forward securely.

The resulting system was deployed across case studies, white papers, digital advertising, social media, web and landing pages, sales presentations, shareholder communications, HR, and executive materials.

IMPACT

A fragmented identity became a scalable brand system that could grow with the organization.

Integrated content strategy contributed to a 258% Increase in online followers.

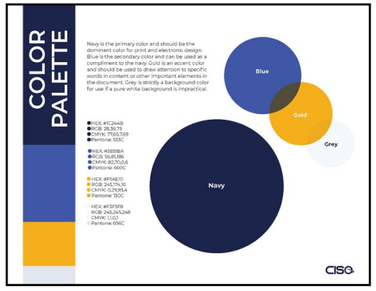


Existing logo with uneven kerning and confusing layout. This logo was already in the middle of the legal trademark process.

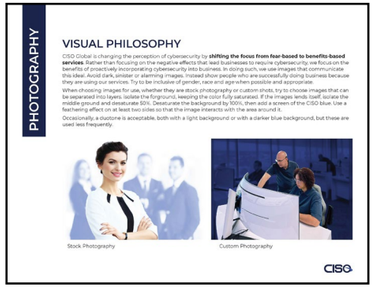


Updated logo set to grid with reversed end character balancing the layout. Also including a secondary color.



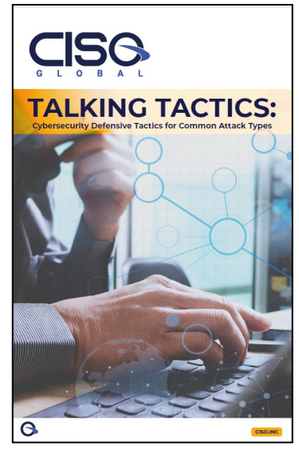














03 | TULSA AREA UNITED WAY

From annual campaign to enduring brand platform

CREATIVE LEADERSHIP
Brand Platform • Strategic Storytelling • Advertising
Photography • Video • Publications • Experiential
Live Production • Agency & Vendor Direction

THE CHALLENGE

Traditional annual fundraising campaigns created a familiar problem: each year required a new theme, new creative, and a new story.

The organization needed something more enduring, an idea capable of connecting donors to the impact of their contributions year after year.

THE IDEA

Because of You

We made the donor the hero instead of the organization.

MY ROLE

Created and led the award-winning Because of You platform and directed its expression across fundraising, advertising, publications, photography, video, annual reports, environmental graphics, and live events.

THE APPROACH

Because of You became more than a campaign theme. It became a repeatable storytelling framework.

Individual stories demonstrated how donor support created tangible change throughout the community, allowing the creative to evolve continuously while maintaining a recognizable and consistent brand idea.

The platform extended into major fundraising and recognition events combining environmental design, live production, motion graphics, photography, video, music, and storytelling.

IMPACT

The platform supported nearly: $200M in fundraising during its run, and helped create a consistent emotional connection between donors and community impact.

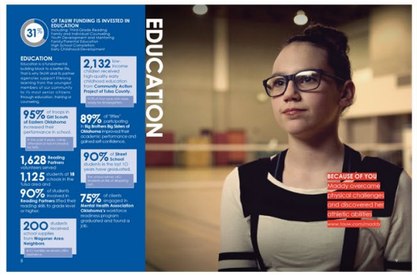


Click to watch Because of You event kickoff video



Click to watch Because of You campaign video

















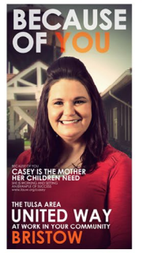




















04 | ONE GAS

Making an enterprise brand work for every audience

CREATIVE LEADERSHIP
Enterprise Brand • Brand Systems • Executive Communications
Investor Relations • Employer Brand • Internal Communications
Photography & Video

THE CHALLENGE

A major energy company communicates with far more than customers.

Its brand must work for investors, employees, prospective talent, executives, communities, regulators, and other stakeholders, while remaining clear and consistent across an enormous range of communications.

MY ROLE

Provided senior creative and brand consulting across enterprise branding, executive and investor communications, employee engagement, recruiting, and corporate storytelling.

THE APPROACH

Evolved the visual system through typography, photography, logo architecture, and other brand standards while applying the brand across high-profile enterprise communications.

Partnered with HR on recruiting, Employee Resource Groups, employee testimonials, and internal culture initiatives.

Directed the development of Core Values leadership materials designed to translate organizational values into practical expectations for how leaders engage with employees.

I also brought production of the company's Annual Report in-house, increasing creative control and dramatically reducing outside production expense.

IMPACT

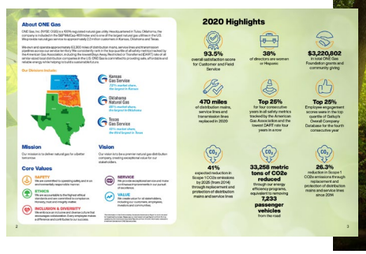
$70K Approximate annual production savings.

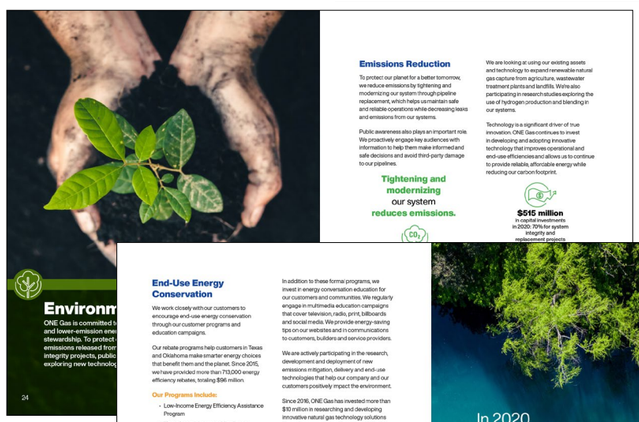
A stronger and more flexible enterprise brand system serving audiences from employees to executive leadership and investors.

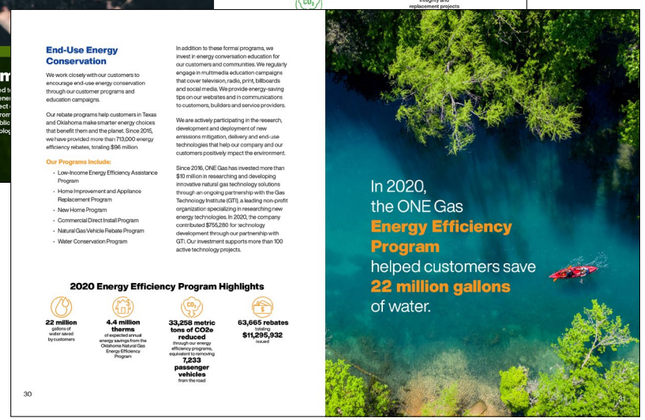


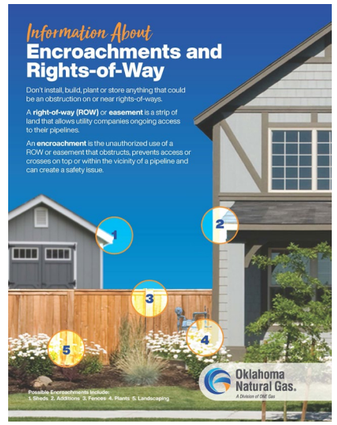














05 | HOW I LEAD

Strategy and craft belong in the same room

I believe the strongest creative leaders remain close enough to the work to understand what makes it good.

That means being equally comfortable discussing brand strategy with senior leadership, developing a campaign idea with a creative team, directing a photographer on set, reviewing a storyboard, working through an event experience, or opening the design file when that's what the project needs.

My approach is built around a few simple principles:

Start with the business problem.
Creative work becomes more powerful when everyone understands what it needs to accomplish.

Make complexity understandable.
The industries and organizations I've worked with often deal with complicated subjects. Good storytelling creates clarity without sacrificing substance.

Build systems, not just deliverables.
The best creative solutions make the next piece of work better and easier, not harder.

Give talented people room to be talented.
Set a clear direction, provide thoughtful feedback, remove obstacles, and trust specialists to bring their expertise to the solution.

Stay curious.
Creative tools change. Audiences change. Culture changes. The responsibility of a creative leader is to keep learning.

I build brands at the intersection of strategy, storytelling, and creative craft, translating complex business objectives into experiences that connect with people and deliver measurable results.

My work spans brand transformation, integrated campaigns, product launches, executive communications, digital experiences, photography, video, and live events. I lead by moving comfortably between the big picture and the details—setting creative direction, building systems, developing ideas, and collaborating with the specialists who bring them to life.







