

Jeff Rogers

**Creative Leadership • Brand Strategy & Governance • Integrated Brand Experiences
Multidisciplinary Creative Direction • Executive Collaboration**

**918.810.9049 | contactjeffrogers@gmail.com | Tulsa, Oklahoma
jeffrogerscreative.com | www.linkedin.com/in/jeff-l-rogers**

Creative and brand leader who helps organizations bring clarity to moments of change through strategic storytelling, scalable brand systems, and multidisciplinary creative leadership. Trusted by executive teams to translate business strategy into compelling experiences that strengthen brands, engage customers, and drive growth.

SELECTED LEADERSHIP IMPACT

- Led creative strategy for TDW's SHiiELD launch, influencing more than \$10M in pipeline opportunities and increasing qualified trade show leads by 40%.
- Transformed CISO Global's underdeveloped identity into a scalable brand system, repositioning its market presence and extending consistent standards across the organization.
- Created Tulsa Area United Way's award-winning Because of You storytelling platform, replacing annual campaign themes with a scalable framework that supported nearly \$200M in fundraising.

PROFESSIONAL EXPERIENCE

Senior Creative Marketing Specialist

T.D. Williamson | Tulsa, OK | March 2024 – Present

Lead creative strategy and brand expression across four business lines for a global pipeline technology leader, partnering across marketing, sales, product, technical teams, and senior leadership to translate complex engineering solutions into compelling customer experiences.

- Led the creative strategy and integrated launch of SHiiELD, spanning brand identity, positioning, campaigns, video, digital, sales enablement, and experiential; influenced more than \$10M in pipeline opportunities, achieved a 15% Google CTR, and increased qualified trade show leads by 40%.
- Serve as a key creative partner in TDW's corporate rebrand, working with the agency Creative Director to translate emerging brand standards across advertising, social, OOH, events, and other applications while helping prioritize assets for phased deployment.
- Concept and art direct trade show and customer experiences combining environmental design, interactive technology, video, product storytelling, and custom fabrication.
- Direct agencies and specialized partners across design, 3D visualization, photography, video, animation, interactive, and experiential work from concept through execution.
- Present creative concepts and brand recommendations to directors, vice presidents, executive leadership, the CEO, and board-level stakeholders.

Adjunct Professor – Graphic Design for Entertainment Media

Oklahoma State University–Tulsa | October 2024 – Present

Develop and teach undergraduate coursework in graphic design and visual communication, mentoring emerging designers through critique, applied design thinking, and real-world creative problem solving.

Creative Director

CISO Global | Tulsa, OK / Scottsdale, AZ | December 2022 – September 2023

Directed creative and brand transformation for a rapidly growing cybersecurity company, establishing a scalable brand foundation and supporting its go-to-market strategy.

- Transformed an underdeveloped identity into a scalable brand system, repositioning the company from fear-based cybersecurity messaging toward confidence and trust while establishing standards across marketing, sales, web, digital, HR, and executive communications.
- Led a multidisciplinary team of five across design, copywriting, web development, and social/digital marketing while directing external photography and video production.
- Built a content strategy across social, blogs, email, and digital advertising that contributed to a 258% increase in online followers.

Manager of Creative Services

Family & Children's Services | Tulsa, OK | February 2022 – October 2022

Led creative services for Oklahoma's largest nonprofit behavioral health organization, supporting enterprise communications, executive initiatives, and brand stewardship.

- Designed and produced the organization's annual report within weeks of joining the team and directed development of its centennial history book.
- Restructured project prioritization and creative workflows, reducing average project turnaround from approximately six months to one week.

Design Consultant

ONE Gas, Inc. | Tulsa, OK | December 2018 – February 2022

Provided senior creative and brand consulting for one of the nation's largest natural gas utilities, supporting enterprise branding, executive and investor communications, employee engagement, and creative operations.

- Led the company's first in-house Annual Report, saving approximately \$70,000 annually while improving creative control and turnaround time.
- Evolved enterprise brand standards across typography, photography, logo architecture, and visual systems to strengthen consistency across corporate communications.
- Developed executive, investor, and internal communications while directing photography and video production; presented creative work to senior leaders including vice presidents, the COO, and CEO.

Creative Director

Tulsa Area United Way | Tulsa, OK | July 2010 – December 2018

Directed brand strategy and creative communications for one of the nation's highest-performing United Way organizations, partnering with executive leadership to strengthen donor engagement and support long-term fundraising.

- Created the award-winning Because of You brand platform, replacing annual campaign themes with a scalable storytelling framework spanning fundraising, marketing, annual reports, events, and community engagement while supporting nearly \$200M in fundraising.
- Led creative direction across advertising, publications, photography, video, environmental graphics, and live experiences while directing agencies and external production partners.
- Directed major fundraising and recognition events, combining environmental design, live production, motion graphics, video, and storytelling to create engaging donor experiences and support corporate sponsorship activation.

ADDITIONAL PROFESSIONAL EXPERIENCE

Art Director – Success Group International / CertainPath | St. Louis, MO / Addison, TX

Advertising & Promotions Manager – Adam's Mark Hotels | St. Louis, MO

Senior Designer – Center for Business, Industry & Labor | St. Louis, MO

EDUCATION & PROFESSIONAL DEVELOPMENT

Missouri State University – B.A., Communication Management

HubSpot Academy – Inbound Marketing Certification

AI Certs – AI+ Design Practitioner

CORE EXPERTISE

Brand Strategy & Governance • Brand Transformation • Creative Leadership • Multidisciplinary Creative Direction • Integrated Marketing • Strategic Storytelling • Photography & Video Direction • Experiential & Events • Executive Communications • Employer & Internal Brand • Team Leadership & Mentorship • Agency & Vendor Management • Cross-Functional Collaboration • Digital & Social • Emerging Creative Technologies

AWARDS

Multiple regional and national creative awards, including Gold and Bronze ADDYs, Communication Arts Illustration Annual, PRINT Magazine, Graphic Design USA, Art Directors Club of Tulsa, and PRSA Silver Link Awards.