TODD FEDELL

Global Creative and Marketing Operations Executive

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EXECUTIVE SUMMARY

Enterprise creative and marketing executive with a 25-year track record of building and leading global in-house agencies, brand systems, and creative centers of excellence. Repeatedly hired to transform fragmented teams into high-performing, revenue-aligned engines across Fortune 500, media, higher education, and SaaS organizations.

Expertly aligns brand, creative, and marketing operations to business outcomes, leading large-scale change, including AI integration and modern content workflows. Operates with clarity, accountability, and empathy. Develops senior talent, strengthens culture, and partners with C-suite stakeholders through complex transformations.

CORE EXPERTISE

Global Creative Leadership · Marketing and Brand Transformation · In-House Agency and COE Development · AI Integration · Revenue Enablement · Organizational Design · Workflow and Operational Scaling · Digital and Integrated Marketing · PandL and Financial Management · Executive Stakeholder Partnership

PROFESSIONAL EXPERIENCE

Jones Lang LaSalle (JLL) – Remote 2023 – Present

Senior Director, Global Design — Enterprise Creative Function

Lead the enterprise creative function for a Top-10 Fortune 500 commercial real estate company, directing the global Design Center of Excellence across the U.S., U.K., India, and Costa Rica.

- Direct global creative operations supporting $550M+ in active sales pursuits across AMER, EMEA, and APAC, aligning design strategy to revenue outcomes
- Built and scaled the international team, intake model, and forecasting systems from the ground up — increasing throughput, predictability, and quality
- Led AI integration into creative workflows, redesigning processes for scale, speed, and future capability
- Earned the company's "Exceptional" performance rating, the "Teamwork and Excellence" value award, and a 2025 Key Contributor nomination; sustained 100% client satisfaction across served business units

Curriculum Associates – Remote 2022 – 2023

Senior Director, Marketing Content and Creative

Led brand, content, and creative strategy across marketing and sales for a national ed-tech SaaS organization.

- Directed enterprise-wide brand system development, ensuring consistency across product, demand generation, and channel marketing
- Drove operational transformation across the creative team, increasing capacity and reducing turnaround time
- Authored targeted product portfolio positioning that strengthened differentiation and category awareness

Colorado State University – Fort Collins, CO 2020 – 2022

Executive Creative Director, Marketing and Communications

Led the central marketing and communications organization at a Carnegie R1 research university during a period of major strategic transformation. Reported to the VP of University Marketing; served on the President's cabinet-level planning committees.

- Reduced operational deficit 20% and grew billings 25% YoY through restructuring, financial discipline, and planning
- Conceived and led the largest marketing campaigns in university history, driving consecutive years of enrollment growth and brand visibility
- Appointed to the President's Five-Year Strategic Planning Committee; contributed to institutional vision, mission articulation, and long-range enrollment and research strategy alongside senior academic leadership
- Served on the Division Strategic Planning Committee and the University Rebrand Leadership Team, overseeing identity and messaging architecture for the full CSU brand system across colleges and academic programs

- Founded and chaired the CSU Marketing Council — a governance body that unified marketing strategy across a highly decentralized institution with autonomous college-level marketing units; established standards, shared tools, and cross-functional campaign coordination
- Partnered with Academic Affairs, Enrollment Management, and Development to align marketing investment with institutional priorities including research visibility, graduate recruitment, and donor engagement
- Managed a team of creative, digital, and communications professionals; implemented new project management infrastructure, creative review processes, and cross-departmental service agreements

Cox Enterprises – Atlanta, GA 2016 – 2019

Senior Director, Creative Studio — Corporate Affairs

Led the in-house agency for a $20B media conglomerate (Autotrader, Cox Communications, Manheim, Kelley Blue Book), serving enterprise corporate marketing, communications, and executive leadership.

- Delivered $7M in cost savings through operational restructuring and in-house capability expansion
- Built the business plan, financial models, and pay-for-services structure for internal agency operations
- Partnered with Corporate Strategy and Investments on the successful pitch and launch of a new Cox Healthcare business division
- Designated a High-Potential Executive and appointed to the Cox Accelerator Program and Employee Experience Lab Steering Committee

Peloton Agency – Remote 2010 – 2016

Chief Creative Officer and Founding Member

Co-founded and scaled a full-service agency serving major media, entertainment, and institutional clients.

- Co-founded the firm and led creative vision, brand strategy, and business development across a portfolio that included CNN, Fox News, HLN, USA Network, AMC Networks, Discovery, National Geographic, History Channel, Comcast, and PBS
- Led high-profile launches and rebrands including the USA Network rebrand and logo, HLN launch campaign, CNN Prime Time launch, Nancy Grace launch, USA Network Emmy campaigns, PBS Education brand development, and Esquire Network branding
- Served as agency of record for PBS Education and the University of Arizona

EARLIER CAREER

Senior Vice President, Advertising — NBCUniversal (2007 – 2010) – Los Angeles, CA**.** Directed a 50-person bi-coastal team and $10M budget across NBC Prime Time, News, Sports, and Olympic programming. Pioneered early digital advertising innovations and partnerships with Yahoo and EW.com. Member, NBCUniversal Executive Marketing Council.

Vice President, Creative Director, Marketing — USA Network (2001 – 2004) – New York, NY**.** Built the network's creative organization from the ground up and drove breakthrough campaigns that contributed to USA's rise to #1 in its category before its acquisition by NBCUniversal.

EDUCATION and CERTIFICATIONS

BFA, Graphic Design — University of Arizona

HubSpot Certifications: Digital Marketing · Digital Advertising

SELECT RECOGNITION

New York Art Directors Club (Silver, International Exhibition) · Promax (Gold, Silver, Bronze, Judges' Awards) · Broadcast Design Association (Golds, Silvers, Bronzes, Judges' Award) · The 100 Show · Featured in Graphis, Communication Arts, AIGA, Print, Applied Arts, Hamburger Kunsthalle Permanent Collection

BOARDS and LEADERSHIP

AIGA — Director and Mentor · Atlanta Bicycle Coalition — Board Member · Southern Bicycle League — Executive Director · CSU Marketing Council — Founder and Chair · Cox Accelerator Program · NBCU Executive Marketing Council