

Jesse Vaughan

Creative & Brand Leader

jessevaughan.com · in/jessesvaughan · hello@jessevaughan.com · 410-707-4274 · Joshua Tree, CA



Summary

Sixteen years across brand, web, and campaigns, the last nine-plus in creative leadership for a global SaaS marketing org. I've hired and led the creative teams on three company-wide brand transformations. That work runs on design and development I still do, from the martech stack to the website itself.

Career Highlights

- Ran creative on the 2018 rebrand with the CEO and C-suite, the 2019 refresh and website rebuild, and the 2025 consolidation of two brands into one, with Creative Director credit on the last two.
- Led creative direction on #DareToGrow, a brand campaign with fifteen documentary-style customer videos and over 170 assets across ten channels. It ran during a period when the company saw +23% activations, +65% account signups, and +95% site traffic, with per-account spend flat, all measured 35 days after launch against the 35 days prior.
- Built creative operations across five and a half years without a dedicated project manager, working out SLAs with brand leadership so scope and timing were decided before requests came in.

Experience

AdRoll (NextRoll) Nov 2014 – Aug 2026

Head of Creative - Marketing Feb 2022 – Aug 2026

Functional title. Title of record is Senior Manager, Creative.

- Directed the 2025 AdRoll and RollWorks consolidation, from the Organic Intelligence mood through brand architecture, messaging systems, and a full site migration. The brand guidelines became the company's source of truth.
- Led and hired into a distributed creative team of up to seven across the US, spanning design, web, video, and copy.
- Worked with the CMO and VP of Marketing on creative direction for the org.
- Built an AI-assisted workflow with Claude Code to turn hardcoded site sections into CMS-editable entries, retiring a standing copy/paste ticket queue, plus AI skills carrying brand voice and standards for where AI belonged.
- Founding board member of RollAsia (2018–2026), AdRoll's Asian and Pacific Islander employee resource group.

Manager II, Creative - Marketing Feb 2020 – Jan 2022

- Designed the team's creative review and critique system, and kept brand expression consistent across marketing.
- Moved the creative team onto project management tooling, then the rest of marketing by 2022.

Manager, Creative - Marketing Feb 2018 – Jan 2020

- Inherited the full creative team mid-2017 when the head of creative departed, then took over direction and hiring.
- Art directed photo and video shoots for campaigns and the site.
- Ran localization for the site into ten locales across seven regions through Smartling.
- Directed print, swag, direct mail, and office environmental design, produced with outside vendors.
- Mentored a graphic designer into web development. After the 2018 split they took the RollWorks site independently and built a UI/UX career from it.

Team Lead, Web Design - Marketing Feb 2017 – Jan 2018

Web Designer - Marketing Nov 2014 – Jan 2017

Web Developer & Designer - Marketing OneLogin · Jan 2014 – Nov 2014

Web Developer & Designer - Marketing Selectica · Mar 2013 – Dec 2013

Senior Web Designer & Developer Visual Data Systems · Feb 2011 – Feb 2013

Earlier: Web Designer & Developer; Web Design & Development Intern Dec 2009 – Jan 2011

Skills

Brand & Creative Strategy

brand evolution · brand architecture · creative direction · brand systems · visual identity · brand guidelines · messaging

Creative Leadership

team building · hiring · distributed teams · mentorship · creative operations · creative review & critique · vendor & production direction · player-coach

Campaign Direction

integrated · digital & web · video · documentary video · art direction · print & direct mail · experiential · visual storytelling

Technical Fluency

design systems · information architecture · CMS architecture and migration (Drupal, ExpressionEngine) · HTML/CSS/JS · Figma · Adobe CC · accessibility (color and contrast) · AI-assisted design & dev workflows

Search & Martech

technical SEO · structured data · Core Web Vitals · AEO & LLM visibility · Search Console · Smartling · HubSpot · Marketo · Klaviyo · GA4 · GTM

Independent Work

React and TypeScript resume app, print-first PDF and DOCX builds · agent-facing structure and lms.txt, checked against live assistants · public system map and dated changelog for my AI stack

Education

B.A., Visual & Performing Arts

Graphic Design & Photography
University of Maryland,
Baltimore County

Recognition

Transform Awards North America 2026

Shortlisted, Best Brand Consolidation (2025 AdRoll rebrand)