

JOSHUA SEMOLIK

Creative Leader & Brand Storyteller

AI-Enabled Experiences | Brand, Commerce, Music & Entertainment

New York, NY | Available for senior leadership nationwide and remotely

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PROFILE

Creative leader and brand storyteller directing expression across digital touchpoints, from imagery and film to websites and interactive experiences. Creativity, a sharp visual eye, and marketing and life experience guide the work; AI expands exploration and production. Develops pre-launch product narratives and internal sales materials to prepare organizations and sales teams. Experience spans brands, commerce, music and entertainment.

PROFESSIONAL EXPERIENCE

Billiard Factory | Head of Brand & Concept (Contract)

Jan 2025 - Present | Houston, TX

- Direct brand, concept and AI-enabled creative work across Billiard Factory and C.L. Bailey, connecting retail experiences, campaigns, commerce and team workflows.
- Directed the website rebuild and Shopify transition, connecting brand, customer experience and configurable products. Project records document the October 2026 checkout launch; the broader ERP transition continues.
- Lead paid media and SEO/AEO (search engine and answer engine optimization); manage the contractor team, create ad assets and direct their placement. Direct the Vibe connected TV (CTV) campaign, build its ads and manage the account.
- Designed and built Engine Room with Claude Code for campaign planning, asset organization and delivery. Designed and directed Content Factory, implemented by Brady Stick.
- Directed a 34-station showroom concept plan with 27 live digital room stories. The physical redesign remains in progress. Create AI-assisted images and films and teach colleagues how to use the tools in daily work.

Untold.works | Founder & Principal

Jan 2017 - Present | Mexico City, Mexico | Independent practice; concurrent with other roles

- Founded a creative practice for brands and artists in the U.S. and Mexico; expanded into applied AI work in 2024.
- Worked with Second Son Productions and related teams across four Robert Glasper releases, release films and Robtober content. Created Blue Note Los Angeles launch and opening content.
- Served as Content Director across four years of Blue Note's Napa festival, including its evolution into the Black Radio Experience.
- Designed and built Lalah Hathaway's live Made in Chicago interactive site with AI around artist-supplied photography, video and music. Built a Derrick Hodge artist-site preview and created Color of Noize tour content.
- Delivered Noxguard's rebrand, website, photo/video campaign and marketing-process work through Untold.works.

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Creative Leadership & Brand Storytelling | Continued

EARLIER EXPERIENCE

Ingenia Agency | Global Marketing & Growth Strategy Lead

Mar 2020 - Nov 2023 | Mexico City, Mexico

- Led brand and go-to-market strategy for clients entering the U.S. market, aligning positioning, campaigns and teams across markets.
- Developed KPI frameworks and executive reporting to guide marketing decisions and improve visibility into campaign performance.

NorCal Cannabis Company | Senior Brand & Growth Manager

Jun 2016 - Dec 2019 | California

- Led brand and go-to-market work in a regulated category, coordinating product positioning, creative, channel plans and compliance review.

LowePro / DayMen

Oct 2010 - May 2016 | California

- Led global product launch and go-to-market work across creative, product and regional teams.
- Supported the JOBY and Acme Made acquisitions on the creative and marketing side, then worked across both brands. Joined LowePro before DayMen ownership.

Sacramento Kings / Maloof Sports & Entertainment | Broadcast Producer

2004 - 2010 | California

- Produced broadcast campaigns and team storytelling. Received two regional Emmy nominations: Peja in Greece (2006, Production Supervisor) and The College Years: Kevin Martin (2007, Producer/Field Producer).

NBA Entertainment / National Basketball Association | Senior Producer & Editor

1999 - 2004 | United States

- Produced and edited sports media and campaign work for the NBA.

LEADERSHIP & PRACTICE

Creative direction; brand storytelling; sales enablement; music and entertainment; commerce; AI adoption; creative operations; paid media; SEO/AEO; CTV; marketing analytics.

TOOLS & WORKFLOWS

AI building: Claude Code, Codex, Claude Cowork and ChatGPT.

Creative production: Higgsfield and Adobe Premiere; Vibe ad production and account management.

Commerce: GoHighLevel for campaign-to-sales handoffs. Platforms supporting work I direct: Shopify Plus, the ongoing XoroERP transition, Google Merchant Center and Klaviyo.

Analytics: Google Analytics 4 (GA4) for performance analysis; Google Tag Manager and Search Console within the work I oversee.

EDUCATION

MIT Sloan School of Management - Executive Education | 2025

Artificial Intelligence: Implications for Business Strategy

Arizona State University - Broadcasting and Music

Languages: English / Spanish