

A man with a beard, wearing a red t-shirt and a white VR headset, is captured in a dynamic pose with his right arm raised. He is holding a small white controller in his left hand. The background is a dimly lit room with a bookshelf filled with books on the left, a lamp on a tripod stand on the right, and several posters or framed images on the wall. The overall atmosphere is creative and tech-oriented.

STEVE JONES

2026 CREATIVE PORTFOLIO

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ABOUT ME

Producer and Showrunner at the intersection of sports, culture, and premium storytelling.

I translate loose ideas into structured production plans, workflows, and deliverables.

I lead cross-functional teams to bring brand stories to life across digital platforms.

My creative journey began surrounded by childhood friends.

In college, a close friend wanted to try acting, and a few of us pooled our money, bought gear, and started making short videos back when Instagram capped them at 15 seconds. What began as experimentation quickly became a crash course in production. I wore every hat on set: writer, producer, director, editor and PA, learning the language of every role through hands-on experience. That foundation shaped how I operate today. After launching Draulhaus, a creative studio focused on short films and branded content, I began collaborating with larger brands and partners including Meta, Google, Delta Air Lines and others.

Over time, I found my lane in producing, building structure around creative ideas and guiding projects from concept to completion.

Today, I lead production for 7PM in Brooklyn, overseeing long-form conversations and live shows across YouTube and audio platforms. That same hands-on perspective informs how I align talent, editorial, and creative teams to shape conversations that resonate beyond the moment.

COMMITMENT

I AM COMMITTED TO:

Staying *curious* in the chaos.

Giving *big ideas* the room to grow.

Building systems that support bold ideas.

Making space for magic and momentum.

Turning *scattered thoughts* into *shared visions*.

Creating harmony where things are constantly shifting.

Balancing timelines and creativity without compromise.

Turning *creative sparks* into *structured* and *sustainable fires*.

Translating *team energy* into projects that move people and push culture.



CASE STUDIES



*** SELECTED PROJECTS LINKED IN TITLES***

STEVE JONES CREATIVE PORTFOLIO

CASE STUDY 1



7PM in Brooklyn with Carmelo Anthony | Role: Lead Producer + Showrunner

I oversee end-to-end production for a culture-driven basketball series hosted by Carmelo Anthony, shaping episode structure, managing in-studio and live show production, and working directly with talent, editors, and designers to deliver long-form content across YouTube and audio platforms.

CASE STUDY 2

Client: Cécred | Title: Who's in the Salon Digital Series | Role: Senior Producer

I produced a branded series for Cécred featuring celebrity guests including Ms. Tina Knowles, Teyana Taylor and Jessie Reyez visiting the salon for a one of a kind hair treatment and conversation. The series introduced viewers to Cécred's product line, combining personal stories with education on the products and their use. I assembled the crew and oversaw pre-production and production, coordinating the team around each guest's salon experience. During post-production, I provided production notes to the post supervisor to support a smooth handoff and final delivery to the client.

CASE STUDY 3



Client: Meta | Title: Different Builds Different | Role: Senior Producer

This project was filmed over eight days across two weeks, spanning both coasts — New York City and several cities within the Bay Area. The goal was to create a compelling employer brand campaign that would inspire prospective candidates and current employees to connect with Meta’s mission and see themselves as part of the company. The result was a suite of 10 video deliverables in various formats optimized for digital and social.

CASE STUDY 4



Client: Google | Title: Black Men of Google | Role: Senior Producer

This 10-minute mini-documentary captures the unique stories of four Google employees based in South Carolina, California, and South Africa. The goal was to forge an authentic connection between the subjects and the audience by showcasing their personal experiences. The final film was a tremendous success, earning accolades such as a Webby People's Voice Award for Corporate Social Responsibility Branded Video, a Shorty Award for Audience Honor for Employee Engagement, and two Anthem Awards for Partnership or Collaboration and for Employee Learning & Development Initiative.

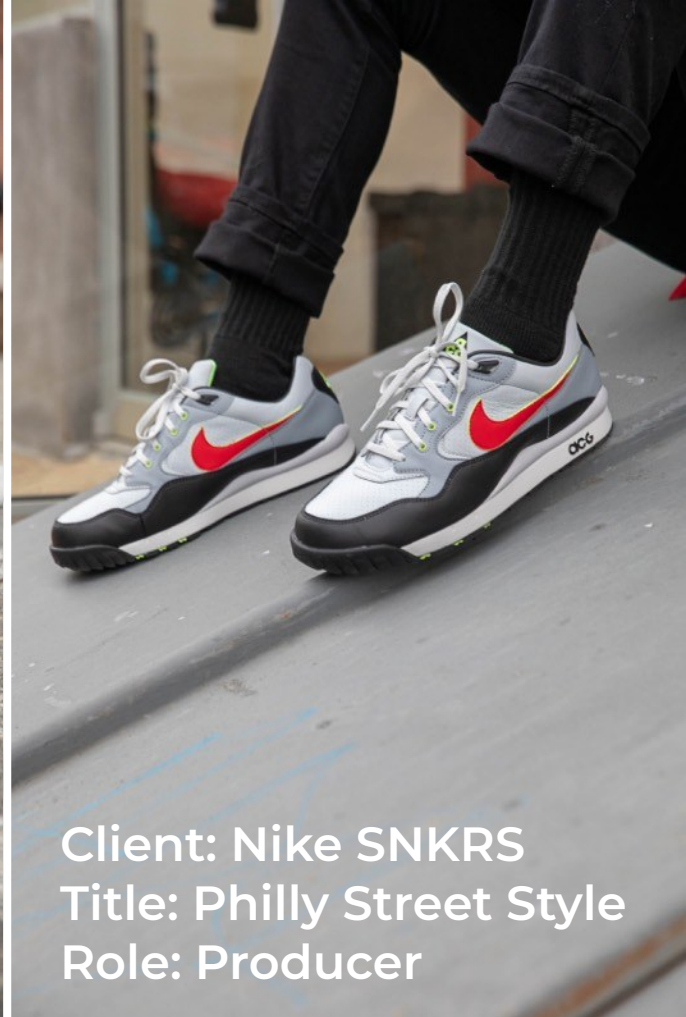
CASE STUDY 5



Client: Delta Air Lines x Los Angeles Lakers | Title: Delta Business Class | Role: Senior Producer

As part of the “Delta Business Class” initiative, six HBCU students with sports-related majors explored the business side of sports through visits to four professional teams. The project prioritized their experience, requiring a flexible filming approach. To balance structure and spontaneity, we captured extensive b-roll and conducted interviews in aspirational settings to showcase their once-in-a-lifetime opportunities. I managed file organization and coordinated seamless delivery to the agency partner, ensuring an efficient workflow as they moved into post production.

CASE STUDY 6



Client: Nike SNKRS
Title: Philly Street Style
Role: Producer



For this project, the brief was simple: capture real Philadelphians in their element, rocking their Nikes. I tapped into my circle of stylish friends and hit the streets to connect with everyday people whose vibe stood out. The result? A visual love letter to my hometown of Philly, authentic, unfiltered, and full of personality, told through Nike branded sneakers and street corners.



CASE STUDY 7



Client: Angry Orchard | Title: Digital Agency of Record | Role: Producer / Project Manager / Creative Lead

From 2020 to 2023, Draulhaus had the honor of serving as Angry Orchard's digital agency of record. As project and account manager, and producer across all production work including still, motion, and design, I wore many hats, sometimes all at once, overseeing everything from client communication and campaign ideation to TV commercials, social content, POS imagery, and event coverage.



Client: Angry Orchard | Title: Digital Agency of Record

This role was a masterclass in managing a national brand. We executed successful campaigns measured against Angry Orchard's KPIs, launched new SKUs, and grew the brand's social following by 140%.

SKILLS

HARD SKILLS

Showrunning — Video Production — Photo Production — Long-Form Content Strategy — Editorial Direction — Live Show Production — Talent Relations — Client & Stakeholder Management — Budgeting and Financial Management — Resource Allocation — Creative Brief Development — Contract Negotiation — Vendor Onboarding — Risk Management — Post Production Leadership — Content Programming — Sponsor Integration Strategy — YouTube & Podcast Distribution — Performance Analytics (YouTube & Audio) — Project Management Tools — Adobe Creative Suite — Legal and Compliance Awareness — Pitching & Presentation Skills — Process Improvement — Data Analysis & Reporting

SOFT SKILLS

Executive Presence — Room Leadership — Strategic Thinking — High-Pressure Decision Making — Editorial Judgment — Cross-Functional Collaboration — Talent Communication — Conflict Navigation — Cultural Fluency — Narrative Instinct — Emotional Intelligence — Adaptability — Resilience — Accountability — Relationship Management



01/15/2024 Location Scout for
Delta Air Lines x Atlanta Hawks
Atlanta, GA



11/14/2025 In-Studio for
TPA in Brooklyn
Red Hook, Brooklyn



12/18/2021 On Location for
Angry Orchard
Sarasota, FL



06/26/2022 On Location for
International African American Museum
Sullivan's Island, SC

Thank You For Your Time!

Thank you for taking the time to explore my portfolio and learn more about my work and journey. I am driven by the opportunity to build meaningful collaborations, shape culturally relevant stories, and lead projects that resonate beyond the moment.

If you would like to continue the conversation, I can be reached at:

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