JOSHUA ATTERBERRY

CREATIVE + BRAND EXECUTIVE | CULTURE, EXPERIENCE + REVENUE GROWTH

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I build brands from both sides of the brain, pairing creative instinct with commercial strategy to turn distinctive ideas into measurable growth. For more than a decade, I've shaped brands, marketing and guest experiences across multiple sectors, with particular expertise in award-winning hotels, restaurants and bars.

EXPERIENCE

Executive Director of Marketing

LeBlanc + Smith — New Orleans, LA | June 2023 – Present

- Lead brand, marketing and revenue strategy for an expanding portfolio of award-winning boutique hotels, restaurants and bars across New Orleans, Nashville and Atlanta.
- Generated more than $2.2 million in attributable Google Ads revenue in under a year, delivering a portfolio-wide 27.7x return on approximately $79,400 in media spend.
- Direct an eight-person marketing team and agency partners across performance media, PR, social, content, programming, partnerships and creative production.
- Produce and direct portfolio-wide photography and video shoots through a curated network of preferred photographers, videographers and creative partners.
- Lead pre-opening strategy and market launches for new hotels, restaurants and bars, from positioning and identity through paid media, PR and guest acquisition.
- Create new revenue streams through seasonal experiences, original programming, brand partnerships and integrated room and dining campaigns.
- Developed a portfolio-wide review intelligence system to track guest sentiment, recurring trends and employee recognition across Google, Resy, OpenTable and other platforms, helping multiple venues improve their average ratings and digital visibility.

Director of Brand Creative + Design

Shorthand — Queensland, Australia | Nov 2021 – Jan 2023

- Led a comprehensive global brand refresh for a premier visual storytelling platform, elevating market positioning for high-profile enterprise clients including Honda, BBC, and TripAdvisor.
- Designed and developed high-impact sales pitches and executive presentations that effectively communicated the platform's value proposition to secure and retain Fortune 500 clients.
- Developed and creative-directed in-depth client case studies featuring major brands, transforming customer success stories into persuasive marketing assets.
- Equipped global sales teams with premium presentations, case studies and visual storytelling tools that strengthened enterprise pitches and supported business development.

Art Director

Imaginal Marketing — New Orleans, LA | Mar 2020 – Nov 2021

- Led a 15-person multidisciplinary creative team at a national agency specializing in salons, beauty brands and professional haircare products.
- Directed brand strategy and creative across campaigns, social media, photography, content and print for Aveda and a national portfolio of salon and beauty clients.
- Designed and directed complete brand identities, including naming, logos, visual systems, websites and supporting marketing materials.
- Oversaw creative development from concept through execution, managing workflow, assignments and quality across concurrent client accounts.
- Partnered directly with clients to translate business goals into distinctive brand platforms, campaigns and digital experiences.
- Produced work recognized with ADDY Best of Show, multiple additional ADDY Awards and the Salon Today STAMP Award for Campaign Excellence.

Art Director

Four Corners — Chicago, IL | Jan 2015 – Dec 2018

- Directed brand strategy, marketing and creative development for more than 20 restaurants, bars and hotels within one of Chicago's leading hospitality groups.
- Led the corporate rebrand of Four Corners, modernizing its identity across digital, print and internal communications.
- Developed complete brand systems for new and existing concepts, including naming, visual identity, menus, signage, digital content and art direction.
- Collaborated with architects, fabricators and operations teams on interior design, guest experience and launch strategy to ensure each concept was visually distinctive and operationally effective.
- Directed event branding, social media content and integrated launch campaigns for new concepts, seasonal initiatives and programming.

RECOGNIZED ALONG THE WAY

- MICHELIN Key, 2025 + 2026: The Celestine, New Orleans
- Condé Nast Traveler, Best Hotels in the World: The Celestine and The Chloe Nashville
- Travel + Leisure, The 10 Best Hotels in New Orleans: The Chloe New Orleans
- Esquire, The Best Bars in America: Anna's, New Orleans
- Bon Appétit, The 9 Best Bars in New Orleans: Barrel Proof New Orleans
- Nine Telly Awards + TED Legacy License: TEDxChicago
- ADDY Awards: Best of Show and additional honors in branding, creative direction and digital design
- Salon Today STAMP Award: Campaign Excellence
- Editorial Recognition: Vogue, Architectural Digest, Travel + Leisure, ELLE, Condé Nast Traveler and Garden & Gun



VIEW PORTFOLIO

SELECTED BRANDS + CLIENTS

Honda UK • BBC • Tripadvisor • UNICEF • Aveda
TEDxChicago • The Chloe • Paris Parker