

A man with a beard, wearing a white VR headset and a red t-shirt, is captured in a dynamic pose with his right arm raised. He is holding a small white object 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 pictures on the wall. The overall atmosphere is creative and modern.

STEVE JONES

2026 CREATIVE PORTFOLIO

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ABOUT ME

Executive 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 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 lead end-to-end production and creative direction for 7PM in Brooklyn, a culture-forward basketball series hosted by Carmelo Anthony. I oversee show development, editorial structure, talent production and execution across long-form video, social and audio, while working across teams to develop recurring formats, tentpole programming and new content opportunities.

CASE STUDY 2

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

I produced Who's in the Salon, a branded series for Cécred featuring Ms. Tina Knowles, with guests including Teyana Taylor, Jessie Reyez and more. I led pre-production and production, assembled the crew and coordinated each celebrity-driven salon experience around the brand's product education and storytelling goals. I also oversaw the production handoff through post and final delivery.

CASE STUDY 3



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

I executive produced Different Builds Different, an employer brand campaign filmed over eight days across New York and the Bay Area. I led production planning and execution across locations, crews, schedules and stakeholder needs, helping deliver a suite of 10 video assets optimized for digital and social platforms.

CASE STUDY 4



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

I executive produced Black Men of Google, a 10-minute mini-documentary featuring four employees across South Carolina, California and South Africa. I led production planning and execution across multiple locations, helping shape an intimate story built around each subject's personal experience. The film went on to earn a Webby People's Voice Award, a Shorty Audience Honor and two Anthem Awards.

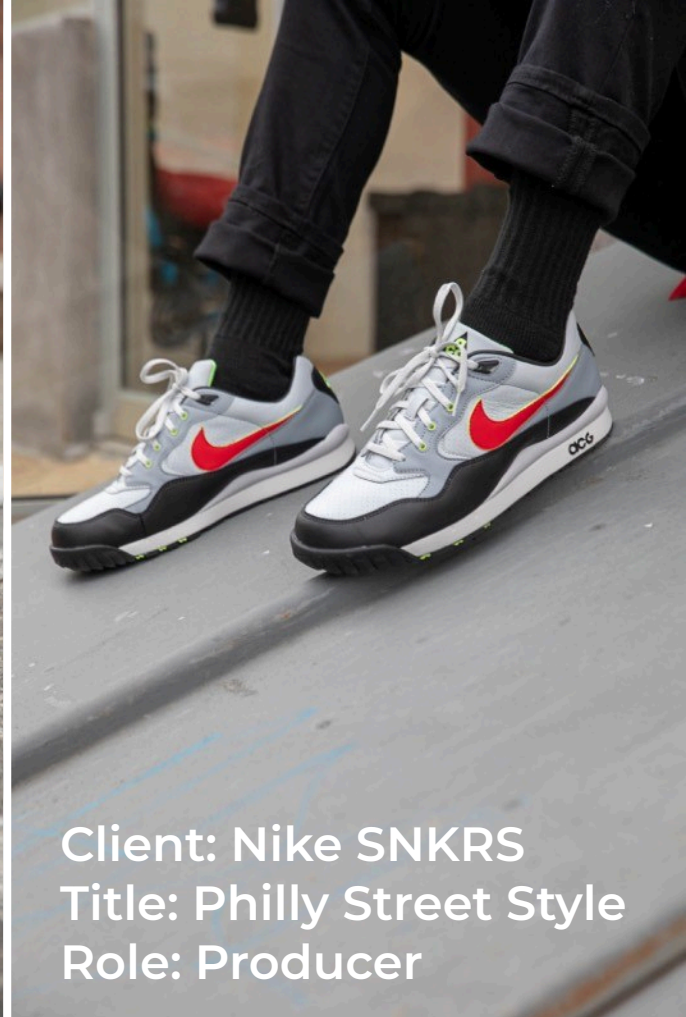
CASE STUDY 5



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

Executive produced branded content for Delta Business Class, a multi-team sports initiative following six HBCU students as they explored the business side of professional sports. I led production planning and execution across brand, agency and NBA partner-team stakeholders, coordinating schedules, creative requirements, approvals and deliverables. The project required a flexible documentary approach that balanced planned interviews with real-time moments across multiple locations.

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: Sr. Producer / Project Manager / Creative Lead

From 2020 to 2023, Draulhaus served as Angry Orchard's digital agency of record. I led production across campaign concepting, pitches and full-scale execution, working directly with the client from early ideas through final delivery. Our work included national TV spots, social-first content, photography, product launches, POS 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

Executive Producing · Branded Content · Creative Strategy · Showrunning · Editorial Direction · Pre-Sale & Pitch Development · RFPs & Proposals · Client Presentations · Talent Production · Sponsor Integration · Sports & Culture Programming · Integrated Campaigns · Production Budgeting · Post-Production Leadership · Cross-Functional Leadership

SOFT SKILLS

Executive Presence · Strategic Thinking · Editorial Judgment · Room Leadership · Cross-Functional Collaboration · Talent Communication · Cultural Fluency · Narrative Instinct · 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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