JM

JENNIFER MACLELLAN

PARTNERSHIPS + CREATIVE CAPABILITIES

EDITORIAL · CREATIVE DIRECTION · BRAND BUILDING · MEDIA



Storytelling from every side of the brand.

A considered point of view.

Editor, creative director, founder and media personality — Jennifer approaches every approaches every brand as an editor, a creator, a founder and a storyteller.

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Editorial + Content	Creative + Brand	Media + Hosting

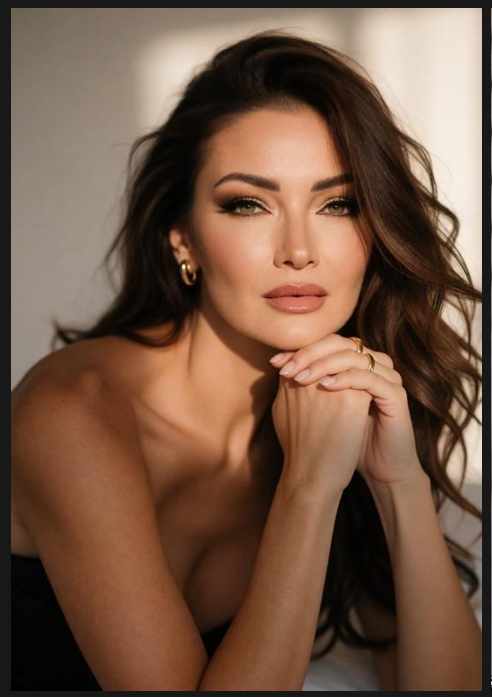


Ways to work together.

Each partnership is scoped individually — from a single feature to a full campaign.

I	Editorial + Branded Storytelling	Features · Interviews · Founder profiles · Branded editorial
II	Content + Social	Short-form video · Photography · Product storytelling
III	Travel + Hospitality	Hosted stays · Destination storytelling · Dining + experiences
IV	Creative + Brand	Creative direction · Brand positioning · Campaigns · Digital
V	Media + Hosting	Hosting · Interviews · Red carpet · Moderating

Curated proof, across every channel.



01 BEAUTY



02 FASHION

04

Dining + Experiences

05

Lifestyle + Wellness

Editorial, content and brand storytelling across five worlds.



03 TRAVEL + HOSPITALITY



05 — CREATIVE DIRECTION + FOUNDER

From idea to visual world.

Jennifer brings an editor’s eye and founder’s perspective to brand building, building, creative direction and digital storytelling.

FOUNDER PROJECT

Toozi Sleepwear

FOUNDER · BRAND DEVELOPMENT · CREATIVE DIRECTION · DIGITAL

Built from concept through launch across product, positioning, visual identity, content and digital experience.

SCM·SOS

Creative Direction · Campaigns
Brand

Twiggy’s Bakeshop

Brand · Creative Direction · Digital

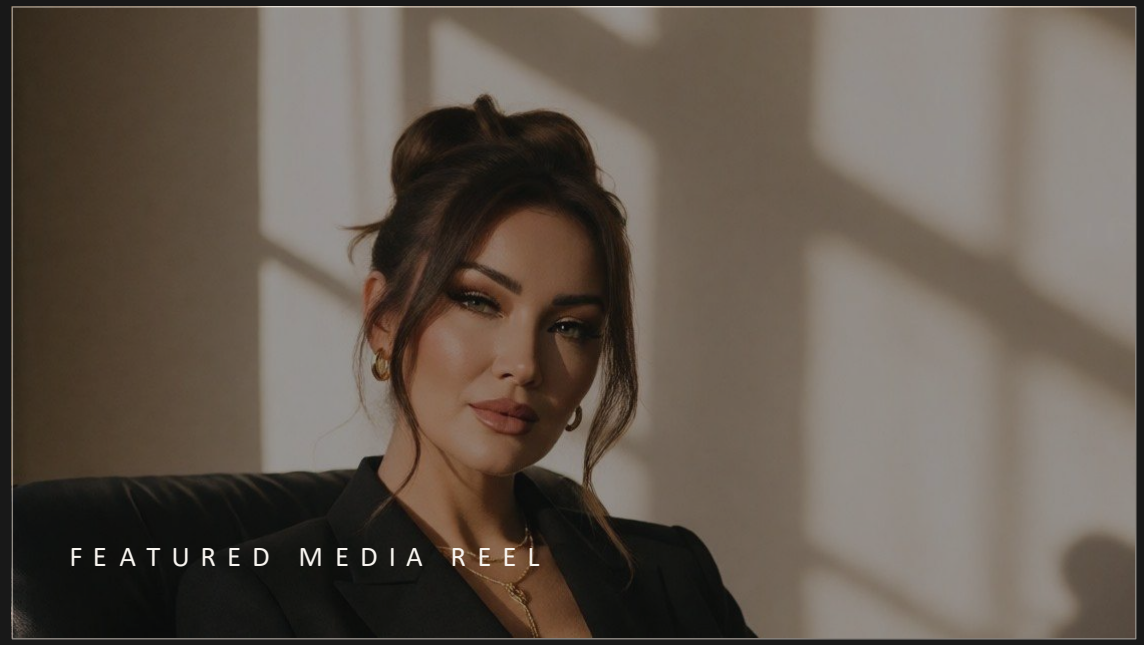
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Creative Direction · Digital

06 — MEDIA + HOSTING

A storyteller from both sides of the lens.

Model, television host and on-camera personality with experience across interviews, red carpets, hosting, branded content and event coverage.



WATCH MORE

Interviews, hosting, red carpets + on-camera work

VIEW YOUTUBE →

BELLA TV

Additional hosting, interviews + editorial video

EXPLORE BELLA TV →

HOSTING · INTERVIEWS · TELEVISION · RED CARPET · MODERATING · BRANDED CONTENT



07 — CREDENTIALS

Selected experience.

EDITORIAL + MEDIA

BELLA Media + Co.
Editorial leadership

The Standard by Fly Alliance
Editor-at-Large

Television + Hosting
Host · Interviewer · On-camera

BRAND + CREATIVE

Toozi Sleepwear
Founder + CEO

SCM·SOS
Creative Director

Société Privée
Miami chapter leadership

DIGITAL PRESENCE

Instagram
@jennifer_maclellan

YouTube
@jenniferlynnmaclellan

LinkedIn
Jennifer MacLellan

EDUCATION · TEMPLE UNIVERSITY, STRATEGIC COMMUNICATION

Let's create something worth talking about.

Editorial partnerships · Brand collaborations · Content creation
Creative direction · Travel + hospitality · Media + hosting

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Stories. Brands. What's Next.

Jennifer MacLellan