PROFESSIONAL BIO

JENNIFER MACLELLAN

EDITORIAL · CREATIVE DIRECTION · BRAND BUILDING · MEDIA

An editor, creative director, founder and media personality working at the intersection of storytelling, brands, culture and content.



Jennifer MacLellan is an editor, creative director, founder and media personality whose career has evolved around one constant: storytelling. Her work spans editorial, fashion, beauty, travel, hospitality, consumer brands and on-camera media, bringing together the perspective of an editor, the visual instinct of a creative director and the first-hand experience of a founder building a brand from the ground up.

MacLellan began her career in front of the camera through modeling and television, developing an early understanding of visual communication, audience connection and the mechanics of media. A former Miss New York and first runner-up at Miss United States 2016, she went on to work as a television host and interviewer, covering red carpets, events and conversations across entertainment, fashion and lifestyle.

She later moved behind the story, spending nearly a decade in editorial leadership at BELLA Magazine, including serving as Editorial Director. Her work has covered celebrity and founder interviews, beauty, fashion, travel, hospitality, dining, wellness and culture, while building long-standing relationships with brands, publicists, hotels, restaurants and industry leaders. That editorial foundation continues to inform how she approaches every assignment: with a clear point of view, an understanding of audience and an instinct for what makes a story worth telling.

Today, MacLellan extends that editorial eye into brand building and creative direction. As Creative Director at SCMSOS, she helps shape brand positioning, visual direction, campaigns, digital experiences, product storytelling and launch concepts for founders and established companies. She also works independently with brands and entrepreneurs on creative strategy, websites, content ecosystems and the development of cohesive visual worlds.

As Founder and CEO of Toozi Sleepwear, MacLellan brings those disciplines together from the operator's side, overseeing the brand's creative direction, storytelling, product vision, campaigns and growth. She also serves as Editor-at-Large for The Standard by FLY Alliance and continues to work across editorial, content partnerships, hosting and media. Her broader professional involvement has included serving as Miami Chapter Director for Société Privée.

A Temple University graduate with a background in strategic communication, MacLellan is building a modern, independent career across editorial, creative direction, brand development and media. Whether shaping a feature, a campaign, a brand identity or an on-camera conversation, her approach is grounded in the same idea: strong storytelling should feel considered, distinctive and connected to the people it is meant to reach.

CURRENT WORK

Founder & CEO, Toozi Sleepwear · Creative Director, SCMSOS · Editor-at-Large, The Standard by FLY Alliance

jennifermaclellan.me · hello@jennifermaclellan.me