

Jayanta Jenkins

Global Creative Executive + Brand Strategist

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Professional Summary

Global creative leader in brand strategy, brand design, and storytelling. Builds and scales creative teams and brands. Inspires high performing teams with a culture of collaboration and mentorship. Uses creativity to drive business results, delivering performance driven campaigns with cultural impact. Led award winning work at top agencies (Wieden+Kennedy, TBWA\Chiat\Day) and global brands (Starbucks, Disney, Apple, and Twitter) across B2C and B2B environments. Digital first mindset with a bias for action. Hands-on in creative development while leading strategic vision.

Awards and Recognition

Adweek's Creative Top 100 | Cannes Lions International Festival of Creativity, 10X Awardee: Gold, Silver, Bronze, Grand Prix | Clios, 7X Awardee: Gold, Silver, Bronze | D&AD 3X Awardee, Yellow Pencil | The One Show 10X Awardee: Gold, Silver, Bronze, Black | The Emmy Awards: Nomination, Best Television Commercial

Core Skills

Brand Strategy and Storytelling | Strategic Vision and Systems Thinking | Customer Experience Design | Creative Leadership | AI and Emerging Creative Technologies | Performance Marketing Alignment | Cross Functional Collaboration | Team Culture and Mentorship | Agency and Partner Management | Integrated Marketing

Professional Experience



VP, Creative Studio
2023-Present
Seattle, WA

Led a Creative Studio team of 78 and an \$80M budget, developing global marketing campaigns and packaging design. Directed creative vision across all channels, ensuring brand identity consistency and alignment with business goals. Guided creative direction and stakeholder collaboration on global campaigns to magnify brand impact. Defined strategy for in-store experiences, digital content, events, seasonal initiatives, and marketing campaigns.

- Transformed the creative structure to strengthen collaboration and reduced average project timelines by more than 25%.
- Led global brand voice and guideline playbook, defining core values that shaped creative expression across all touch points.
- Reframed the Starbucks app experience to shift from promotional messaging to brand expression, elevating digital touch points for millions of daily users.
- Led omni channel summer campaign that drove second largest summer sales in company history.


Creative (Contract)
2022-2023
Irvine, CA

Defined and shaped brand identity for a new category in space tourism. Built and directed a lean team across design, advertising, and social media.

- Launched new brand system with refreshed logo, color palette, and website, contributing to 35% increase in global brand recognition.
- Generated 19% increase in media coverage and 29% growth in social engagement.
- Defined brand identity and foundational guidelines supporting social and media execution.
- Built creative systems enabling consistent brand expression across partners.



Head of Content Marketing
Burbank, CA
2020-2022

Developed and directed a cross-functional department of 600 (Marketing Strategy, Creative, Social, Comms, Media, Production) and a \$900M budget for Disney Branded and NatGeo TV. Led integrated marketing strategies and large-scale campaigns across TV, digital, and events, driving audience engagement and brand consistency.

- Led rebranding efforts for Disney Channel and National Geographic, unifying two legacy teams under a shared creative vision.
- Reduced global campaign turnaround times by 25+% by streamlining duplicated marketing operations, structure, and content development.
- Led strategic development and execution of partnerships and events leveraging Disney IP to amplify campaign reach and cultural relevance.
- Drove a 10+% increase in Disney+ subscriptions and a 15+% growth in NatGeo and Disney Channels audiences.

SAMSUNG
Executive Creative Director

2019-2020
Seoul, Korea

Reshaped Samsung Mobile's global creative and strategic vision, managing creative teams across all media platforms to deliver cohesive campaigns and rapid improvement in target metrics.

- Led creative development for global campaigns, driving 8% brand affinity lift and 11% growth in mobile sales.
- Developed modular brand systems supporting rapid global deployment.
- Directed social-first and digital creative aligned with platform behaviors.



Executive Creative Director

2016-2019
San Francisco, CA

Directed the global creative vision for Twitter's branding and marketing across consumer and B2B audiences, including advertisers and developer partners. Scaled the creative studio team globally to 80, creating campaigns that drove platform engagement.

- Established creative strategy across design, copy, video, and brand storytelling.
- Collaborated with Product and Marketing to increase advanced feature usage by 20% and influenced company-wide brand decisions.
- Led the #Hashtag campaign, increasing daily user engagement by 25% and earning a Cannes Lions Grand Prix.



Global Creative Director

2015-2016
Culver City, CA

Led global campaigns and product launches for Beats by Dre, ensuring brand consistency across all channels.

- Spearheaded launch of Beats Studio3 Wireless and Powerbeats Pro, driving 15% increase in global sales and expanding market presence in 10 regions.
- Strategically collaborated with external agencies to deliver best-in-class creative across platforms.
- Managed influencer partnerships, boosting campaign visibility by 45%.

Saturday Morning
(Non-Profit),
Co-Founder
2016-Present
Los Angeles, CA

Co-founded nonprofit agency using creative to spark conversations about race and social justice. Partnered with leading brands on strategic initiatives.

- Secured more than \$5M in financing to promote racial equity through creative storytelling in partnership with Meta, IBM, and General Motors.
- Created and produced P&G's "The Look," reaching 20M+ views, 75+ national media mentions, and featured during Oprah Winfrey's 2020 Town Hall.

Early Agency Career

TBWA/CHIAT/DAY | Global Creative Director | Los Angeles, CA
WIEDEN+KENNEDY | Creative Director | Portland, OR

Education

Miami Ad School | Master of Arts | Art Direction / Brand Design
Virginia Commonwealth University | Bachelor of Fine Arts | Fashion Advertising