Jayanta Jenkins

Global Creative Executive + Brand Marketer

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Executive Summary

Global creative leader in brand and creative strategy, brand design, and storytelling, known for inspiring high performing teams and fostering a culture of collaboration and mentorship. Uses creativity to drive business results, delivering performance driven campaigns with cultural impact. Expert in cross functional collaboration, blending creativity, data, and strategy to elevate brands. Led groundbreaking, award winning work at top agencies (Wieden+Kennedy, TBWA\Chiat\Day) and global brands (Starbucks, Disney, Twitter, Apple, Nike). Committed to innovation with a digital first mindset, optimism, and a bias for action.

Awards and Recognition

Cablefax: Marketing Executive of the Year • Adweek's Creative Top 100 • The Emmy Awards: Nomination, Best Television Commercial • 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

Areas of Expertise

Brand Strategy and Storytelling; Strategic Vision and Systems Thinking; Customer Experience Design; Retail Integration; Creative Leadership; AI Driven Operations; Performance Marketing Alignment; Cross Functional Collaboration; Team Culture and Mentorship

Professional Experience

VP, Creative Studio
2023-Present
Seattle, WA

Lead a Creative Studio team of 78 and an $80M budget, developing global marketing campaigns and packaging design. Direct creative vision across all channels, ensuring brand identity consistency and bringing into alignment with business goals. Guide creative direction and stakeholder collaboration on global campaigns to magnify brand impact. Define 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 percent.

- Spearheaded innovative packaging and visual merchandising initiatives grew product visibility 15% across retail channels.

- Drove 10% growth in digital content engagement and 25 percent overall brand engagement, while strengthening the retail experience through integrated storytelling and in store alignment.

Head of Creative (Fractional)
2022-2023
Irvine, CA

Defined and shaped the brand identity, enhancing market position for a new category in space tourism through a compelling narrative. Directed cross functional teams across design, advertising, and social media to align creative output with senior leadership objectives.

- Launched a new brand system with a refreshed logo, color palette, and website, contributing to a 35 percent increase in global brand recognition.

- Generated 19% increase in media coverage and 29% growth in engagement on social platforms with content that built credibility for space tourism.

Disney
Head of Content Marketing
Burback, CA
2020-2022

Developed and directed a cross-functional department of 600 (Marketing Strategy, Creative, Social, Comms, Media) 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.

- Reduced global campaign turnaround times by 25+% by streamlining duplicated marketing operations, structure, and content development.
- Negotiated high-profit partnerships with influencers and media partners, resulting in a 15+% increase in campaign reach across platforms.
- Drove a 10+% increase in Disney+ subscriptions and a 15+% growth in NatGeo and Disney Channels audiences.

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

Jointly defined nonprofit agency to address social issues through creative, compelling campaigns sparking essential conversations about race and social justice. Partnered with leading brands to develop strategic initiatives.

- Won more than $5M in financing, now supporting the promotion of racial equity through creative storytelling that influences both advertising and public perception.
- Led strategy and marketing for high profile, culture shifting campaigns. P&G's "The Look" reached more than 20 million views, earned over 75 national media mentions, and drew national attention during Oprah Winfrey's 2020 Town Hall.

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 that delivered rapid improvement in target metrics.

- Led global advertising campaigns that increased brand affinity by 8% and contributed 11% growth in mobile device sales globally.
- Launched a series of product branding initiatives that grew market share 15% in target regions.

Executive Creative Director
2016-2019
San Francisco, CA

Directed the global creative vision for Twitter's branding and marketing. Directed a team of 80 creating campaigns that drove platform engagement.

- Collaborated with Product and Marketing teams on changes that increased advanced feature usage by 20%, contributing to overall user growth of 15%.
- Developed and launched the #Hashtag campaign, increasing Twitter's daily user engagement by 25 percent.
- Recognized with a Grand Prix at Cannes Lions.

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 the launch of Beats Studio3 Wireless and Powerbeats Pro driving a 15% increase in global sales and expanding market presence in 10 regions.
- Managed influencer partnerships, boosting campaign visibility by 45% and engaging a global audience through more culturally relevant content.

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 (MA) - Art Direction / Brand Design
Virginia Commonwealth University | Bachelor of Fine Arts (BFA) - Fashion Advertising