


Jayanta Jenkins

Global Creative Leader + Brand Builder

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Professional Summary

Creativity in service of business results. Global creative executive building brands and organizations at the intersection of culture, strategy, and commerce. Translates strategic complexity into ideas and scalable platforms that connect and endure. Leads transformation across brands, teams, and creative systems, building high-performing organizations with the ambition of a top agency and the precision of a strategic partner. Develops leaders, fosters cross-functional alignment, and builds cultures where people feel trusted, empowered, and connected to the soul of a brand. Hands-on in creative development and clear in strategic vision. Digital-first, with a bias for action and a consistent track record of results.

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 | Omnichannel Creative Strategy | Creative Leadership | AI and Emerging Creative Technologies | Creative Effectiveness and Measurement | Cross Functional Collaboration | Team Culture and Mentorship | Agency and Partner Management | Integrated Marketing

Professional Experience



VP, Creative Studio
2023-Present
Seattle, WA

Transformed the global Creative Studio from a service-led function into a strategic creative partner, shaping brand expression across campaigns, product, retail, and digital. Led a team of 78 and an \$80M budget, defining how the brand shows up at scale across every touchpoint..

Defined and led omni-channel creative platforms that drove one of the most successful summer periods in company history.

Reframed the Starbucks app from a promotional tool into a brand experience, elevating daily engagement for millions of users.

Built and implemented a global brand voice and guideline system, creating consistency and flexibility across markets.

Restructured the creative organization to strengthen cross-functional collaboration, reducing project timelines by 25%+.

Established alignment across marketing, product, and agency partners to unify brand expression and improve execution at scale.


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

Defined and shaped the brand identity for a new category in space tourism, repositioning Virgin Galactic from a luxury experience to a broader cultural platform rooted in perspective, access, and human transformation.

Built and directed a lean cross-functional team across design, advertising, and social.

Launched a new brand system including identity, color, and digital experience, contributing to 35% increase in global brand recognition.

Established foundational brand platforms and systems enabling consistent expression across partners.

Supported brand repositioning that contributed to a \$50M capital raise ahead of commercial launch.


**Head of Content
Marketing**
Burbank, CA
2020-2022

Led global content marketing across Disney Branded Television, National Geographic, and Disney+, overseeing a 600-person multidisciplinary organization and a \$900M budget. Unified creative, marketing, and communications into a single integrated content model, aligning storytelling, brand, and distribution to drive audience growth at scale.

Defined and led integrated content platforms across Disney+, National Geographic, and Disney Channel, driving 10%+ growth in Disney+ subscriptions and 15%+ audience growth across key networks.

Unified legacy teams under a shared creative and operational model, establishing systems that improved collaboration and reduced global campaign timelines by 25%+.

Built cross-functional alignment across marketing, product, and distribution to connect content strategy with audience engagement and business performance.

Led strategic partnerships and global events leveraging Disney IP to extend reach and deepen audience connection.

Established an integrated content ecosystem, aligning creative development, media, and communications into a cohesive storytelling engine.

SAMSUNG
**Executive
Creative Director**
2019-2020
Seoul, Korea

Reshaped Samsung Mobile's global creative and strategic direction, building modular brand systems that enabled faster, more consistent campaign development across markets.

Defined global creative platforms driving 8% lift in brand affinity and 11% growth in mobile sales.

Developed modular brand systems enabling rapid deployment across regions and channels.

Led integrated campaigns across digital, social, and retail, aligning creative with platform behavior.


**Executive
Creative Director**
2016-2019
San Francisco, CA

Defined and led Twitter's first global brand platform, establishing the company as the real-time pulse of what's happening in the world. Built and scaled a global creative organization, aligning brand, product, and marketing across consumer and B2B audiences..

Launched Twitter's first global brand campaign, creating a scalable platform that reframed how people understand and engage with the product.

Partnered with product and marketing leadership to increase advanced feature usage by 20%, connecting brand storytelling to product behavior.

Defined the hashtag as a cultural and creative system, driving a 25% increase in daily user engagement and earning a Cannes Lions Grand Prix.

Built and scaled the global creative studio to 80+ designers, writers, and strategists, establishing systems for consistent brand expression at scale.

Led cross-functional alignment across product, marketing, and agency partners, shaping company-wide brand decisions and execution.


**Global
Creative Director**
2015-2016
Culver City, CA

Led global creative for Beats by Dre, defining culturally driven campaigns and product launches that expanded the brand's reach and relevance.

Developed and executed global campaign platforms, including Beats Studio3 Wireless and Powerbeats Pro, driving a 15% increase in global sales.

Built integrated campaign platforms across music, culture, and sport to expand brand presence in 10+ regions.

Partnered with agencies and influencers to amplify storytelling and drive 45% increase in campaign visibility.

**Early
Agency
Career**

TBWA/CHIAT/DAY | Global Creative Director | Los Angeles, CA

Built the foundation for brand transformation at scale through the relaunch of Gatorade, redesigning identity and packaging and repositioning from *Is It In You* to *Win From Within*. Extended the platform across content, activations, and social, redefining the brand for a new generation of athletes

WIEDEN+KENNEDY | Art Director | Portland, OR

Developed a deep foundation in culture-driven storytelling while building iconic work for Nike and Powerade. Launched Nike Shox and introduced LeBronJames to the world through work that shaped modern sports marketing and proved that creativity, when rooted in human truth, moves both culture and business.

Education

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