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work

BASIC/DEPT / Full-time Group Creative Director / 2022–2023

Focus on work ranging from digital experience, design, branding and content development to 360 integrated Super Bowl campaigns and activation for multiple clients: **Google, lululemon, Silver Oak, Daniels Music Foundation, Kentucky Friend Chicken, Shopware, BetMGM.**

Responsible for successful organic growth of client roster (doubling business with certain clients), nurturing client relationships, managing and mentoring staff, oversight of multiple clients/projects with occasional hands-on involvement in projects, developing creative briefs, pitching and winning new business, assisting in the expansion of award submissions, establishing successful relationships with partner agencies and working together toward client wins, and developing a deeper practice around accessibility and inclusion in our work.

Freelance Creative Direction / 2016–X

Crafting meaningful human experiences for agencies and brands. A few highlights below...

Saatchi & Saatchi West / Executive Creative Director / 2022

Ran all work for **Metro by T-Mobile**, developing 360 campaigns including testing materials. Mentored team of staff and freelancers.

MRM West / Group Creative Director / 2021

Led work on **Verizon, USPS** and **Bloom Energy** accounts. Projects range from experiential and social media activation to AR/VR, storytelling, content and website experience development. Helped win new business pitches and develop promo materials for the agency.

YINA / 2021

Consulted part-time to oversee the integration of efforts for marketing, brand strategy, brand storytelling, content and campaign development. Oversaw and directed content production.

AKQA / 2019–2020

Worked solo to lead and mentor a team of 20+ across two offices for **Levi's** Global and U.S. campaigns. Projects ranged from new seasonal releases to global activations, and leveraged 360 marketing – including a key focus of targeting Gen Z on social media – and partnerships with celebrities like Khalid and brands like Nintendo. + I also led work for **Apple**, managing teams in multiple countries to develop a digital campaign and official event that celebrated Apple's best apps and games of 2019.

Airbnb / 2018

Worked with a partner to grow and empower the **Airbnb** Host community. + Also developed an travel story platform centered around an immersive podcast supported by social and editorial content.

Mother / 2017

Worked with a partner on **Target's** spring launch including its inclusive swim line. + Also developed concepts for Target's annual 3-minute Grammys media buy featuring celebrity music artists.

Droga5 / Full-time Senior Art Director / 2013–2016

Worked solo and with partners to lead teams and work hands on to develop award-winning 360 work for multiple brands: **Under Armour, Puma, YouTube, Google, Prudential, Airwick, NRG, Chobani, Motorola, T-Mobile.** + Helped win a new business pitch for Google. + Facilitated and led initiatives for cross-disciplinary and 360 collaboration with strategists, developers, content creators and producers. + I helped brand, name, launch and develop programming for S/he, Droga5's internal women's initiative.

360i / Full-time Associate Creative Director / 2012 – Aug 2013*

Worked solo to lead teams across multiple offices to develop 360 work for **Kraft Cheeses, Canon, Oreo** and new business.

*Prior to 2013, I worked at a range of agencies on all forms of media and clients from **LG** and **General Mills** to **UPS**.

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About Me

I'm a strong, strategic and empathetic leader. I believe in the power of craft, design and storytelling to connect with people and bring value to those around us. I have global, 360 agency and brand-side experience which has trained me to be quickly adaptable to many situations and environments, and work with all sorts of media and innovations that can be tailored to serve up rewarding experiences to a wide range of audiences. I love collaborating with talented people and partners, and getting my hands in the work. I also run a non-profit that engages its members and allies to take action to help foster more equity for women in creative industries.

Portfolio / Contact Info

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Honors / Awards



The Broad Exchange / Non-Profit

Co-Founder & President / 2009–X

I lead ongoing work to build and curate a global network for women+ in creative and communication industries. The group exists to help women+ break down barriers, share ideas, stories and resources and turn talk into action through events, content and activations.

www.thebroadexchange.com