

# JANA BENDER

## CREATIVE DIRECTOR

### CONTACT

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### SKILLS

#### PROFESSIONAL

- Account-Based Marketing
- Brand Archetypes & Strategy
- Brainstorming & Ideation
- B2B Campaign Execution
- Concept Development
- Content Audit & Strategy
- Copywriting & Storytelling
- Customer Journey Mapping
- Competitive Analysis
- Lead & Demand Generation
- Messaging House & Strategy
- Persona Development
- Research & Insights
- Sales Playbooks

### EDUCATION

#### BACHELOR OF ARTS

Journalism Major / Psychology Minor  
San Diego State University

### PROFILE

Passionate, award-winning creative director of copy & content, storyteller, and content strategist. Collaborate with teams of copywriters, designers, and content specialists to deliver impactful creative. Proven track record of creating brand awareness, lead-generation, demand generation, and account-based marketing campaigns that drive leads, loyalty, and revenue.

### WORK EXPERIENCE

#### CREATIVE LEAD | COPY & CONTENT

Finfare, Inc., Irvine, CA | 04 / 2024 – 12 / 2024

- Spearheaded complex concepts through compelling copy, content, and messaging strategies that drive engagement, leads, and revenue across the customer journey.
- Bolstered B2B campaigns using strategic storytelling across integrated 360 go-to-market campaigns—blog posts, social media, websites, email campaigns, and all content.
- Ignited strategic insights to position clients as thought leaders across all touchpoints.

#### CREATIVE DIRECTOR | COPY & CONTENT

Intelligent Demand, Denver, CO (Remote from Aliso Viejo, CA) | 04 / 2022 – 12 / 2023

- Directed and led several B2B client teams to foster growth, loyalty, and revenue via brand awareness, lead generation, demand generation, and ABM campaigns.
- Mentored and managed a team of copywriters and art directors to deliver award-winning integrated B2B marketing campaigns using best practices for copy, content, and design.
- Delivered only best-in-class creative to help pitch, land, and lead our clients and teams.

#### ASSOCIATE CREATIVE DIRECTOR | COPY & CONTENT

Intelligent Demand, Denver, CO (Remote from Aliso Viejo, CA) | 07 / 2020 – 04 / 2022

- Developed an ABM campaign for Ping Identity that won 6 Gold Fourteener Awards for best AMB program—and generated 97 meetings and \$18.2M in pipeline revenue.
- Championed an ABM campaign for IntelPeer that won 6 awards for best results and killer content—and drove 351 meetings and \$3.1M in pipeline revenue.
- Won the Kaiser Permanente account—growing revenue from \$450k to \$2.5M in one year.

#### SENIOR STORYTELLER & CREATIVE TEAM LEAD

90octane, Denver, CO | 09 / 2015 – 10 / 2019

- Created messaging strategies, copy, and content from ideation to full-funnel integration.
- Pitched and won new business on key accounts like Oracle, Visa, Boeing, and Jeppesen.
- Drove agency revenue as a team lead/ACD by growing client revenue – from \$300-\$900k.

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### SKILLS

#### TECHNICAL

- Apple Keynote
- Adobe Acrobat
- Asana
- Basecamp
- ChatGPT
- Figma
- Google Suite
- Microsoft Office
- Miro Board

### CLIENTS

- Adobe
- Authorize.Net
- Bank of America
- Blue Shield
- Cheetah Digital
- Cisco Systems
- Gogo Business Aviation
- Hewlett Packard
- Kaiser Permanente
- Microsoft
- Intel
- IntelPeer
- Nike
- Oracle
- Ping Identity
- San Francisco Opera
- Sony
- Trimble
- Visa
- Wells Fargo

### WORK EXPERIENCE CONTINUED

#### STORYTELLER & CONTENT STRATEGIST

90octane, Denver, CO

| 09 / 2014 – 09 / 2015

- Specialized in B2B messaging and content strategies to enhance the customer experience.
- Conducted customer journey maps, brand archetypes and insights, voice, and personas.
- Developed integrated strategies and KPIs for lead-gen, nurture, and ABM campaigns.

#### FREELANCE SENIOR COPYWRITER & ACD

JB: Copy, Concepts & Creative Direction, Denver, CO

| 09 / 2006 – 09 / 2014

- Operated as an individual agency and ACD, creating all copy, concepts, and content.
- Developed brand concepts, guidelines, and copy for start-up retail and travel websites.
- Wrote all campaign copy for Sony, Microsoft, Cisco Systems, and Nike, increasing revenue.

#### SENIOR COPYWRITER

FusionDM (Publicis Dialog), San Francisco

| 09 / 2004 – 09 / 2006

- Created a 60-page hardback book that won a Gold Icon Award for Cisco Systems.
- Conceived campaign concepts and wrote lead-gen, branding, and retention content.
- Wrote all campaign copy for Sony, Microsoft, Cisco Systems, and Nike, increasing revenue.

### AWARDS

#### FOURTEENER AWARDS, 2021

Gold Best Strategy: Ping Identity  
Gold: Best ABM Program  
Gold: Sales Enablement Program  
Gold: Email Strategy  
Gold: MA/Lead Nurture Program  
Gold: Sales Enablement

#### FOURTEENER AWARDS, 2020

Best Results: IntelPeer  
Gold: Best Long-Form Content  
Silver: ABM Program  
Silver: B2B Campaign  
Silver: Product/Solution Program  
Silver: Sales Enablement

#### FOURTEENER AWARDS, 2019

Gold Best Creative, Trimble  
Gold Best Results, Authorize.Net  
Gold Icon Award, Cisco Systems  
Pioneer Award, Cisco Systems  
Caples International Award

#### BMA KEYS AWARDS, 2017

BMA Gold Best B2B, Gates  
BMA Gold Best Design, Gates  
The Finny's: Killer Content Award,  
IntelPeer