

JANA BENDER

CREATIVE DIRECTOR

CONTACT

📞 949.899.2421
✉ janabender@gmail.com
🏠 Aliso Viejo, CA 92656
🌐 jana-bender-schmitt
www.janabender.com
(pw: openportfolio)

SKILLS

PROFESSIONAL

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

EDUCATION

BACHELOR OF ARTS

Journalism Major / Psychology Minor
San Diego State University

WORK EXPERIENCE

CREATIVE DIRECTOR

Intelligent Demand, Denver, CO (Remote from Aliso Viejo, CA) | 2022 – Present

- Won the Kaiser Permanente account, growing it from \$450k to \$2.5M in one year.
- Mentor and manage a team of writers and art directors to deliver best-in-class creative.
- Direct and lead several P1 client accounts to foster growth, loyalty, and agency revenue.

ASSOCIATE CREATIVE DIRECTOR

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

- Spearheaded an ABM campaign for Ping Identity that won 6 Gold Fourteener Awards for best strategy/campaign—and generated 97 meetings and \$18.2M in pipeline revenue.
- Championed a customer upsell ABM campaign for IntelePeer that won 6 awards for best results and killer content—and drove 351 meetings and \$3.1M in pipeline revenue.
- Pitched and won the Kaiser Permanente account to become their B2B agency of record.

FREELANCE SENIOR COPYWRITER & ACD

JB Creative Direction, Aliso Viejo, CA | 2019 – 2020

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

SENIOR STORYTELLER & ACD

90octane, Denver, CO | 2015 – 2019

- Operated as an individual agency and a team lead, directing all aspects of client accounts.
- Pitched and won new creative business on key accounts, including Oracle for \$500k.
- Drove agency revenue as a team lead/ACD by growing client revenue—from \$300-\$900k.

STORYTELLER & CONTENT STRATEGIST

90octane, Denver, CO | 2014 – 2015

- Built strategic lead-gen and nurture campaigns, increasing a client's business by 33%.
- Conducted Customer Journey Maps with clients to create strategic personas and content.
- Conceptualized and wrote copy for integrated digital campaigns, driving clients' goals.

FREELANCE SENIOR COPYWRITER & ACD

JB: Copy, Concepts & Creative Direction, Denver, CO | 2007 – 2014

- Created B2C & B2B branding, copy, and content for start-ups and big-name companies.
- Launched and branded two new websites—Jane Cooper Collection and Pacific VIP.
- Managed all business aspects: billing, budgeting, scheduling, and delivering.

JANA BENDER

CREATIVE DIRECTOR

SKILLS

TECHNICAL

- Apple Keynote
- Asana
- Basecamp
- Google Suite
- Microsoft Office
- Monday
- Miro Board
- Zenefits

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

ASSOCIATE CREATIVE DIRECTOR

M Gould & Co (MRM Worldwide), San Francisco, CA | 2000 – 2001

- Supervised teams of copywriters and art directors for Microsoft and Wells Fargo.
- Bolstered client relationships by exceeding their goals, while building agency revenue.
- Produced brand campaign to launch StockPower, an online, direct-stock purchase plan.

SENIOR COPYWRITER

Cohn & Wells (Publicis), San Francisco | 1997 – 2000

- 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