

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

Award-winning creative director, senior copywriter, and strategist with 15+ years of experience across tech, SaaS, finance, healthcare, retail, and wellness. Known for blending storytelling with data and AI-driven creativity to deliver campaigns that convert. A collaborative leader who partners with cross-disciplinary teams to craft bold work that drives measurable results.

WORK EXPERIENCE

SCALE MEDIA, LOS ANGELES, CA – CONTRACT 05 / 2025 – 08 / 2025

Associate Director of Brand & Content

- Developed a branded podcast initiative—including all strategy, concepts, and script copy.
- Advanced the AI “brand brain” by creating prompts, workflows, and strategic frameworks.
- Accelerated DTC pipeline growth through strategic product launches aligned to OKRs.

FINFARE, INC., IRVINE, CA | 04 / 2024 – 12 / 2024

Creative Lead | Copy & Content

- Spearheaded complex concepts through compelling copy, content, and messaging strategies that drove 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 a PR strategy to position the company as a thought leader across all touchpoints.

INTELLIGENT DEMAND, DENVER, CO | 07 / 2020 – 12 / 2023

Creative Director | Copy & Content

Promoted 04 / 2022

- Directed and led several B2B client teams to foster growth, loyalty, and revenue via bold 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.

Associate Creative Director | Copy & Content

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

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SKILLS

TECHNICAL

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

CLIENTS

- Adobe
- Authorize.Net
- Bank of America
- Blue Shield
- Cheetah Digital
- Cisco
- 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

90OCTANE, DENVER, CO

| 09 / 2014 – 10 / 2019

Senior Storyteller & Creative Team Lead

Promoted 09 / 2015

- 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.

Storyteller & Content Strategist

- Conducted customer journey maps, brand archetypes and insights, voice, and personas.
- Drove agency revenue as a team lead/ACD by growing client revenue – from \$300-\$900k.

JB: COPY & CREATIVE DIRECTION, DENVER, CO

| 09 / 2006 – 09 / 2014

Freelance Senior Copywriter & ACD

- 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 copy for Sony, Microsoft, Cisco, and Nike's 360° integrated campaigns.

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