

Jason Scherbert

EMMY-WINNING EXECUTIVE, BRANDING MASTERMIND & PRODUCTION VISIONARY

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EXECUTIVE SUMMARY

Strategic creative leader with 15+ years of experience driving global brand evolution, visual identity systems, and storytelling innovation. Spearheaded high-impact brand refreshes, aligning visual design across international markets and touchpoints. Deep expertise in AI-driven creative, motion, social, experiential, and content production, ensuring brands remain culturally relevant and forward-thinking. Adept at building and mentoring teams while leading large-scale creative transformations.

WORK EXPERIENCE

SQUADRON – Pasadena, CA 2018 - Present
SVP, Brand and Creative Advertising

- Oversee the creative direction and vision of the company to drive brand growth, innovation, and audience engagement.
- Built and scaled creative teams, mentoring 30+ designers, motion artists, and content strategists, improving team efficiency by 25%.
- Lead the successful launch of 250+ campaigns, increasing ROI by \$1.5M annually to drive revenue.
- Execute nearly 90 promotional projects annually for **Amazon**, including **Thursday Night Football**, **MLB**, and theatrical releases to strengthen brand visibility and maximize content reach.
- Contribute to creative using **Runway** for advanced creative video tools for storyboards/design to streamline production, enhance visual storytelling, and drive content creation.
- Built a team of 20+ creatives for **Netflix**, overseeing a \$3M annual budget and launching 80+ high-impact promos to help scale their content strategies.
- Secured a multi-year \$1M contract for **Rose Parade Live Production**; Executive Producing the show.
- Implement AI-driven creative tools (**Runway**, **OpenAI Sora**, **ChatGPT**) to enhance production workflows, elevate storytelling, and future-proof visual branding strategies.

SQUADRON – Glendale, CA 2014 - 2017
Executive Creative Director

- Managed budgets, secured funding, and coordinated creative projects to optimize resources and growth.
- Spearheaded **NBC's Will & Grace** relaunch, producing 16 episodes, reaching 9.8M viewers.
- Created the **Xfinity** "Hangouts" series, generating 5M+ views and 200K hours of watch time annually.
- Redefined **Comcast's** global trailer presentation model to enhance audience engagement, improve marketing effectiveness, and drive higher viewership.
- Developed 40+ content pieces annually for **NBC's The Voice and American Ninja Warrior**, reaching 240M viewers per season.

IGNITION – Hollywood, CA 2008 - 2013
Executive Producer

- Directed 40+ live-action productions for **DISNEY/MARVEL** and oversaw multi-use creative across digital, OOH, gaming, theatrical, print, and broadcast.
- Produced campaigns for **Sneaky Pete (Netflix)**, **Transparent (Amazon)**, **Fresh off the Boat (ABC)**, and **Zombieland (Sony)**.
- Spearheaded **Hasbro's My Little Pony** launch, increasing viewership and growing profits by 15%.
- Launched **LEGO** projects like **Brick Tips** and **First LEGO League docu-series**, driving a 101% rise in LEGO Space sales. The series reached 2.76M viewers over 4 seasons, boosting overall LEGO spending by 89%.

Producer/Editor

- Led creative campaigns for **Disney** mobile gaming to boost player engagement, increase downloads.
- Developed and executed high-energy, fast-paced creative marketing, highlighting Sugar Rush's unique racing elements within *Speedstorm*.
- Executed the visual strategy for campaigns to capture *Frozen*'s magic through visually engaging marketing, emphasizing match-three puzzle appeal and character-driven storytelling.
- Guided art direction and motion storytelling for dynamic trailers showcasing action-driven, dark fantasy elements to highlight the heroic, immersive experience of *Disney: Mirrorverse*.

EDUCATION

University of Wisconsin – Oshkosh

Bachelor of Science – Broadcast & Film Advertising/Marketing

Minor: Studio Art & Design

Certified in AVID/Post Technologies

AWARDS & RECOGNITION

Primetime Emmy Award – *LEGO Masters Series: Brick Tips*

Promax Awards – Gold: *Disney XD Launch*; Bronze: *Aaron Stone & Channel Brand Sizzle*

Telly Awards – *Inside Stage 22: Will & Grace*

Webby Awards – *Dime Traveler: People's Voice Award*

Liebster Award – *Dime Traveler* series Nominee

SOFTWARE & SKILLS

Global Visual Branding & Identity Systems

AI-Driven Creative (*Sora AI, Runway, ChatGPT, DaVinci Resolve, FIREFLY, Adobe Cloud*)

Motion, Social, Content, & Experiential Design

Brand Strategy, Cultural Influence & Trend Forecasting

Creative Leadership, Team Building & Mentorship

End-to-End Campaign Execution & Production Oversight

PORTFOLIO & MEDIA

JasonScherbert.com

[Canvas Rebel Magazine Feature](#)