

Jason Scherbert

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[LinkedIn](#) | [Portfolio](#)

EXECUTIVE SUMMARY

Strategic creative leader with 15+ years of experience driving global brand evolution, content innovation, and storytelling. Expert in brand refreshes, visual identity, and cross-platform marketing across digital, social, experiential, and motion. Proven ability to scale teams, implement AI-driven creative tools, and lead campaigns that drive engagement and growth.

CORE COMPETENCIES

Creative Direction | Brand Strategy | Content Production | AI-Enhanced Workflows | Motion & Experiential
Cross-Functional Collaboration | Team Leadership | Campaign Management | Client Relations | Budget Oversight | Marketing Innovation | Social Media Strategy | Post Production

PROFESSIONAL EXPERIENCE

Vice President Brand & Creative Advertising

SQUADRON.TV | Pasadena, CA

Jan 2021 - Apr 2025

- Oversaw the creative direction and vision of the company to drive brand growth and innovation.
- Built and scaled creative teams, mentoring 30+ designers, motion artists, and content strategists, improving team efficiency by 25% on the large **Netflix** Account.
- Lead the successful launch of 250+ campaigns, increasing ROI by \$1M annually.
- Executed nearly 90 promotional projects annually for Amazon, including **Thursday Night Football**, **Major League Baseball**, **NASCAR** and theatrical releases.
- Implemented AI-driven tools (**Runway**, **OpenAI**, **Sora**, **KLING**, **ChatGPT**) to enhance productions.
- Lead and developed high-performing teams across brand strategy, social media, and creative.
- Collaborated cross-functionally with stakeholders to align creative initiatives with business objectives.
- Crafted compelling narratives that pushed brand innovation and elevated storytelling..

Director, Global Head of Brand Marketing

SQUADRON.TV | Pasadena, CA

Feb 2018 - Jan 2021

- Built and managed a creative team for **Netflix**, overseeing \$3M budget and 80+ promos.
- Secured a multi-year \$1M contract to executive produce **Rose Parade Live** Production.
- Developed annual marketing plans and investment strategies.
- Produced the behind the scenes of **NBC's Will & Grace** relaunch, reaching 9.8M viewers.
- Created **Xfinity** Hangouts series (5M+ views, 200K+ hours).
- Delivered 40+ content pieces yearly for **NBC's The Voice** and **American Ninja Warrior** (240M+ reach).
- Reimagined **Comcast's** trailer presentation model to drive engagement and audience retainment.

Executive Creative Director

SQUADRON.TV | Glendale, CA

Mar 2014 - Dec 2017

- Managed budgets, secured funding, and led creative projects to maximize resources and drive growth.
- Owned and directed all creative aspects of marketing campaigns, managing a team of 12 artists and overseeing productions with crews of up to 60 people.
- Produced and directed live-action content, serving as the in-house subject matter expert.
- Led cross-functional creative across digital, gaming, and broadcast platforms.
- Drove business development for theatrical and broadcast clients; **Hasbro**, **Comcast**, **NBC**, **CBS**, **Sony**.

Creative Director

Ignition | Hollywood, CA

Feb 2008 - Dec 2014

- 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)**.
- Launched **LEGO** projects like Brick Tips and **First LEGO League docu-series**, driving a 101% rise in **LEGO** sales. The series reached 2.76M viewers over 4 seasons, boosting **LEGO** spending by 89%.
- Drove brand partnerships and integrated campaigns, aligning creative strategy with client goals to enhance engagement and market reach.
- Led cross-functional teams of writers, designers, editors, and VFX artists to deliver end-to-end creative solutions on time and within budget.
- Developed and executed comprehensive style guides and brand toolkits to ensure creative consistency across all platforms and touchpoints.
- Pitched and secured multimillion-dollar creative contracts, expanding agency revenue streams and strengthening client relationships.
- Introduced emerging technologies (AR, VR, interactive video) into campaign strategies, elevating audience interaction and brand storytelling.

Producer/Editor

Disney Channel | Burbank, CA

Mar 2004 - Jan 2008

- Led creative campaigns for **Disney** mobile gaming to boost player engagement, increase downloads.
- Led early development and strategy for **Disney XD**, helping define brand identity and programming.
- Oversaw production for **Jetix content**, *Power Rangers SPD*, *Yin Yang Yo!*, animated/action series.
- Supported development of **Disney Channel** hits like *The Suite Life of Zack & Cody*, managing production workflows.

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

TECHNICAL SKILLS

- AI & Tools: Sora AI, Runway, Kling, ChatGPT, Firefly, Adobe Creative Suite
 - Production: Multimedia Production, Motion Graphics, Social Media, Editing, Budgeting
 - Soft Skills: Team Leadership, Cross-Functional Collaboration, Problem Solving, Strategic Thinking
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