

Jared Hendler

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Digital Media Strategist & Executive Creative Director

Seasoned strategic & creative leader with an eye for innovation.

B I O G R A P H Y

Born in South Africa, Jared has cultivated an accomplished and extensive career in branding, advertising, digital media & technology. Jared brings over 20 years of creative management experience forged from over a decade in the corporate world along with having founded and managed 2 new media startups.

Most recently Jared has been working with Katalyst Media. Named top 10 in advertising and marketing by Fast Company, Katalyst is a studio for social media that connects entertainment with technology and brands. Founded in 2000 by Ashton Kutcher and Jason Goldberg, Katalyst supports business lines through film, television and digital properties and ideas. At Katalyst, Jared helped to lead the movement towards social media programming and social media marketing that united brands and consumers around a common cause, product, interest or activity. "We aimed to create the conversations that would drive engagement". Client responsibilities included Clorox, CoverGirl, ClearChannel, Cosmopolitan Hotel, Diagio, Microsoft, Nikon, Purina and VitaminWater.

As Worldwide Executive Creative Director for Edelman Digital, Jared directed creative strategy with a focus on digital engagement. Expertise included everything from web site builds, Facebook programs, e-kits, online media relations, online promotions and partnerships, to email marketing and mobile campaigns. Digital protects and enhanced their client's reputations with online monitoring, digital advocacy, crisis sites and the proactive use of search as a reputational tool. Clients included, Ebay, Walmart, Ben & Jerry's, Microsoft, HP, Starbucks, Samsung, Burger King, Quaker, Amtrak, Clorox, American Heart Association, Empire State Building, Unilever, Glaxo Smith Kline, King Pharma and the National Dairy Board.

Prior to joining Edelman, Jared was a founder of SmashTube, pioneering digital media strategy along with the creation, production & distribution of Branded Programming for online, mobile video and social networks.

Jared was also a founder of MarketingForce (acquired by Conclusive Marketing), an online marketing platform for small business and large brands included American Express, Motorola, ERA, Century 21, Coldwell Banker, Auntie Anne's Pretzels, Serta, AgFirst Bank, Assante, Dex Media & YouthAids.

Jared's entrepreneurial spirit was grounded with 10 years of experience within the WPP family at Grey Advertising on global brands such as Domino's Pizza, Mars, Red Lobster, Canon Cameras, Topps, Cendant, Kool Aid and Mitsubishi.

He was also the Executive Creative Director and co-founder of G2 at Grey (WPP) from 1992 and grew the group from 2 people to over 100+ in NY, while spearheading the development of over a dozen international offices around the WPP network including London, Helsinki, Hong Kong, Kuala Lumpur, Paris, Moscow, Caracas, Santiago, Rio, Bogotá & Toronto.

Jared has had the privilege of leading creative development on a broad range of multinational brands throughout his career such as American Express, Motorola, Sprint, ERA, Century 21, Coldwell Banker, Domino's Pizza, Mars, Red Lobster, Canon Cameras, Kool Aid, Seagrams, Kohler, Krups, Panasonic, General Foods, P&G, Dow Corning, Amerada Hess, Barilla Pasta, Glaxo Smithkline, Mitsubishi, FTD, Monsanto, Con Edison and Hasbro to name a few.

Jared is the author of a digital media blog, a prior board member of the Art Directors Club and is a Blue Ribbon Judge for the Emmy Award's new broadband category.