

# Jared Hendler

10 Bleecker Street, 7D, New York, NY 10012, +1-212-673-1564, jaredhendler@mac.com

## Digital Media Strategist & Executive Creative Director

Seasoned strategic & creative leader with an eye for innovation. My current focus within digital is on social media engagement and content creation, and how to best deliver value for my clients and their audiences. My wish is to be able to combine the depth and experience acquired as a creative manager forged from over a decade in the corporate world with the nimble management skills acquired from having founded and managed 2 new media startups.

E X P E R I E N C E

### Katalyst Media - New York, Los Angeles

2010

#### Executive Creative Director - Digital & Social Media Strategy, Creative & Content Programming

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. We create the conversations that drive engagement. We aim to lead the movement towards social media programming and social media marketing that unites brands and consumers around a common cause, product, interest or activity. Client responsibilities included Clorox, CoverGirl, ClearChannel, Cosmopolitan Hotel, Diagio, Microsoft, Nikon, Purina and VitaminWater.

### Edelman Digital - New York

2008-10

#### Worldwide Executive Creative Director

Specializing in digital engagement, we helped our clients create a compelling and engaging digital presence by promoting their brands and business through digital media. Our expertise included everything from web site builds, Facebook programs, e-kits, online media relations, online promotions and partnerships, to email marketing and mobile campaigns. We protected and enhanced our client's reputations with online monitoring, digital advocacy, crisis sites and the proactive use of search as a reputational tool. We encouraged our client's participation by inspiring online conversation about their brands and businesses by and amongst influential stakeholders via blogs, social media and community engagement both in private and public social networks. 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 and The National Dairy Board.

### SmashTube - New York, Los Angeles

2006-08

#### Founder - Director of Content Development, Syndication Strategy

SmashTube is an entertainment studio creating Branded Entertainment and Original Video Programming for online and mobile media networks. SmashTube works with online distributors and syndicators on behalf of their clients - initiating viral presence on the web & mobile platforms. They combine award-winning Hollywood producers and directors with Madison Avenue veterans in order to create programming of value for their client's audiences. Their creative partners are Sundance nominees and short film award winners.

### MarketingForce - New York

2002-06

#### Founder - Chief Creative Officer, Marketing, Interactive Application Design

Built as a brand management platform for large brands, MarketingForce delivers Madison Avenue expertise to channel partners of Fortune 500 brands all via the web. The application automates & controls the distribution & customization of materials, in addition to providing added-value tools such as automated direct mail fulfillment along with media planning & buying. Clients included American Express, Motorola, ERA, Century 21, Coldwell Banker, Auntie Anne's Pretzels, Serta, AgFirst Bank, Assante, Dex Media & YouthAids.

**MyAdGuys.com - New York**

2000-02

**Founder - Chief Creative Officer, Marketing, Interactive Application Design**

Online marketing application delivered Madison Avenue expertise to the small businesses market. The online marketing application enabled small businesses to create professional campaigns for on & offline use without the expense of a professional agency. Integration with fulfillment of traditional direct mail and digital campaigns enabled the platform to offer one-stop implementation. MyAdGuys offered private/white label implementation for American Express & Dex Media.

**G2 - Subsidiary of WPP - New York**

1994-00

**Co-founder - Senior Vice President, Director of Creative Services**

Integrated communications and strategic branding agency. Built international network of 12 G2 offices within the Grey Network. Services included brand strategy and positioning, brand identity programs, trade programs, signage and collateral, packaging, in-store communications, sales promotions, web site development, industrial & environmental design and advertising. Clients included: Sprint, Six Flags Theme Parks, Seagrams, Kohler, Krups, Canon Cameras, Panasonic, General Foods, Procter & Gamble, Dow Corning, Amerada Hess, Barilla Pasta, Dominos Pizza, M&M-Mars, Centrum Herbals, Glaxo Smithkline, Topps, Ernst & Young, US Mint, Olive Garden, British American Tobacco, Mitsubishi Motors, Autobyte.com, FTD, Cendant for Super 8 Motels, Ramada, Days Inn, Howard Johnson, Monsanto, New York Lottery, Port Authority of NY&NJ, Con Edison, U.S. Mint, Hasbro Toys for Star Wars.

**Grey Advertising - New York**

1992-94

**Vice President, Creative Director**

Domino's Pizza, M&M Mars, Red Lobster, Canon Cameras, Topps, Cendant, Kool Aid and Mitsubishi.

**Hendler Paskal - Los Angeles**

1990-92

**Founding Partner, Creative Director**

Brand Design & Advertising. Clients included: Calico Films, Delicious Vinyl Records, Sterogene Biotechnology, Cerrutti 1881, Moviola Editing, Los Angeles Suicide Prevention Center, Cedars Sianai Hospital, Human Growth Foundation, The Foundation For The Benefit of Disabled Children.

**Warehouse Restaurant Group - Newport Beach**

1989-90

**Marketing & Creative Director**

Brand Identity, Advertising, Direct Mail, Environmental Design,

**Art Center College of Design - New York, Pasadena**

East Coast Chapter Chair  
Instructor – Art Center at Night  
New York Alumni Ambassador

**Fashion Institute of Technology - New York**

Instructor - Branding & Integrated Marketing Communications

**Art Directors Club - New York**

Board Member

**National Television Academy - New York**

Emmy Awards – Blue Ribbon Broadband Panelist

**NAMAS (National Academy of Media Arts & Sciences) - New York**

E D U C A T I O N

**Art Center College of Design - Pasadena, Ca**

1985-89

BFA - Awarded with Honors/Distinction  
Advertising  
Identity, Graphic & Typography Design  
Photography  
Fashion Illustration

**Saddleback College - Irvine, Ca**

1984-85

General Education  
Communication  
English, Speech Presentation  
Psychology

**Laguna Beach College of Art & Design - Laguna Beach, Ca**

1981-85

Illustration  
Graphic Design  
Animation.  
Color Theory

P U B L I C - S P E A K I N G

Being active within the industry has provided opportunities to participate in a dialogue with my peers. I have participated on panels and addressed various industries at the following conferences:

**Adtech** - New York, Chicago

**Digital Hollywood** - New York, Los Angeles, Consumer Electronics Show - Las Vegas (2009)

**Adage Digital 2.0** - New York

**SAIC Government Digital Media Conference** - New York

S O C I A L

**Facebook** - Personal Page, Client & Brand Fan Pages.

**Twitter** - Personal/Professional, Client & Brand Engagement.

**Linked In, Naymz, Xing** - Professional Career Profiles.

**MySpace** - Personal Page, Client & Brand Fan Pages.

**A Small World** - Personal Profile.

**Delicious, Tumblr, StumbleUpon, Digg, Friendfeed** - Social Bookmarking & Content Distribution.

**Posterous, Blogger** - Blogging Accounts.

**YouTube, Pandora, Last.fm, Flickr** - Content Engagement.

S K I L L S

**PC & Mac** - Adobe Creative Suite, Quark-Xpress & Pre-Press,Office.

**New Media** - Web, Mobile/WAP, IA, GUI Design, Digital Video, Content Development & Distribution, Social Media Marketing, Community Engagement.

**Broadcast & Film Production** - Experience in all stages of production, from pre-production through post.

**Print Production** - Experience in all forms of Pre-Press Production, Software & Press Configuration.

**Writing** - Blogging with a focus on predictive technologies since 1995.

**Design** - Experienced in Branding, Architectural, Environmental, Industrial & POS Design.

**Other** - Gymnast, Surfer, Equestrian, Traveler, Painter, Blader, Yogi, Cook, Friend.