Jason Benjamin

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EXPERIENCE

Director, Creative Studio — Sprout Social — Jul 2023 – Mar 2026

Los Angeles, CA

Recruited back to rebuild the Brand Creative Studio — design, video, and motion under one function. Led nine creatives across concepting, production, and post, setting vision, structure, and standards across all B2B marketing touchpoints. Introduced performance management frameworks, role scorecards, and creative accountability systems that improved output quality and cross-team efficiency. Led the DEI Council and built the BIPOC Development Framework for mentorship, manager support, and peer advocacy.

Performance Creative Lead & Consultant — 10 Scale — Oct 2022 – Dec 2023

Los Angeles, CA

Strengthened creative production workflows and performance strategy for high-growth D2C startups including Breethe, Jot, Paired App, and Mindbloom. Delivered end-to-end creative direction across paid social, landing pages, and video — bridging brand storytelling with acquisition goals.

Growth Creative Director — Lemonade — Jul 2021 – Oct 2022

New York, NY (Remote)

Led performance creative across five insurance product lines — renters, homeowners, pet, life, and car. Managed a team of nine plus agency partners and freelancers. Co-produced Lemonade's first national TV campaign and led a cobrand partnership with Apple TV+ and Skydance Animation for the launch of "Luck." Built the creative system delivering hundreds of monthly ad variations across video, static, UGC, and animation — optimized to CAC, CTR, and ROAS.

Associate Creative Director, User Acquisition — Calm — May 2019 – Jul 2021

Chicago, IL

Led creative strategy behind $70M+ in annual ad spend, ROI-positive. Team produced the majority of in-house ad creative across Meta, YouTube, and display — inverting the agency-to-internal ratio from 80/20 to majority internal over two years. Built a testing infrastructure that transformed emotional storytelling into structured hypotheses. Led creative for the LeBron James × Calm partnership across two consecutive years, collaborating with Uninterrupted on high-impact TV and direct-response formats.

Performance Art Director, Creative Studio — Smartly.io — Sep 2018 – Apr 2019

San Francisco, CA

Creative direction for Uber across Rider, Driver, Eats, and Freight. Built modular ad systems for dynamic localization and product feature swaps at global scale.

Lead Video Producer, Brand Team — Sprout Social — Jul 2015 – Sep 2018

Chicago, IL

Built the video function from scratch — grew from one person to five. Led concepting, scripting, and production for all video efforts across live action and animation, including explainer videos, product launches, brand campaigns, and event content.

EARLIER

Video Producer & Motion Designer, Morningstar	2014–15
Producer & Senior Designer, NBC 5 Chicago	2012–14
Motion Designer, Harpo Productions	2011–12
3D Motion & VFX Artist, KIAH-TV CW39	2010–11

2013 Regional Emmy Award

Art Direction, Graphic Art & Animation

EDUCATION

Houston Community College Houston, TX · 2004–07

PRODUCTS

Within choosewithin.com

Self-talk audio journal with anonymous community. Full product design — interaction model, visual system, emotional architecture. iOS.

pannall pannall.com

Worker-owned performance documentation platform. Prototyped inside own team: 590 reviews, 353 projects, 23 reviewers.

LoveLab Studio lovelab.studio

Creative analytics platform bridging performance data and creative production workflows.

Match My Logic matchmylogic.com

Card game. Fully funded on Kickstarter by 267 backers.