

# Jason Bergeron

WRITER. CREATIVE DIRECTOR. GOOD GUY.

## WHAT I DO:

The human brain notices original, thought-provoking, and relevant. I take a blank sheet of paper and make that happen. It's a  $1+1=7$  kind of thing.

I specialize in creative writing, brand strategy, and the digital ecosystem (web UX, lead gen, digital & social ads, landing pages, and conversion optimization).

Success in eCommerce, Consumer App sales, SaaS sales, B2C, B2B. Every acronym, I've been there.

## ACCOMPLISHMENTS:

Launched campaigns that shaped the story of iconic brands. Jeep, FIAT, Minute Maid, Chick-fil-A, Old Style Beer, Serta (Counting Sheep), Woodford Reserve, NGK Spark Plugs and others.

Built creative groups for two businesses and one ad agency from the ground up. Hiring talented people and placing them in the correct roles is a specialty. Respect, appreciation, mentorship, and creative process guide the way I work.

Award-winning work recognized by The One Show, Communication Arts Advertising Annual, Luerzers Archive, MPA Kelly Awards, London International Awards, AdWeek best spots, Effies, Andy Awards, Advertising Age's Best Magazine Ad of the Year, YouTube's 20 most viewed viral ads of 2012 and a closet full of others.

Yes, my work has won awards, but more importantly, it increases sales, improves ROI, and makes shoppers fall in love with the brands long-term.

[jpaulbergeron@icloud.com](mailto:jpaulbergeron@icloud.com)

740-417-3119 mobile

Experience

Creative Director, Copy

Detroit metro area  
Sep 2023 - Present

## FKA Brands

E-COMMERCE - DIGITAL & BIG BOX RETAIL

Accomplishments

- Lead and mentor copy team
  - Drove brand strategy and product positioning
  - Implemented a new product storytelling platform that drove significant conversion rate and revenue increases
  - Raised the bar on creative work
  - Successfully launched 3 new products in 4 months
  - Developed and implemented the execution of new strategic documents to drive compelling product storytelling
  - Guided UX and wireframe development for website landing pages to launch products
  - Contributed to very strong website conversion and revenue growth for Homedics. 37% YOY increase in Q3 with a significantly reduced budget
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Creative Director

Remote/Salt Lake City office  
Feb 2023 - Jun 2023

## Cuemath

TECH - MATH APP, B2B & B2C

Accomplishments

- Led Brand overhaul. Brand platform development, Brand visual ID, and campaign development.
  - Led creative team.
  - Raised the bar on creative work.
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Creative Director

Seattle, WA  
May 2022 - Feb 2023

## Dreambox

TECH - MATH & READING SOFTWARE B2B

Accomplishments

- Created Brand Platform and Led Brand Visual ID
- Led the creation of campaigns
- Developed digital ads, landing pages, email, and retargeting ads.
- Significantly increased email open and click-through rates
- 40% increase in conversion rate of landing pages
- 30% increase in company revenue

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Creative Director

Detroit, MI  
Jul 2020 - Mar 2022

## Mango Languages

### TECH - LANGUAGE LEARNING APP

#### Accomplishments

- Led Global Creative Development
- Reinvented the Mango Brand Story
- Drove increased Brand Awareness and Brand Affinity
- Inspired and led a culture of adventure at Mango
- Led Instagram 5X growth from 2600 to 15.9K followers
- Increased 2021 Consumer Sales by 28%.
- Increased learner average use time on the app by 32%
- Conceived and launched "Adventures in Language" Brand Content Series. Consisted of blog, podcast & YouTube video
- K-12 B2B sales grew by 70%+ from January 2020 to April 2022
- Made Mango the #3 language learning app, up from #8

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Marketing & Creative Director

Detroit, MI  
Aug 2017 - May 2020

## Backyard

### E-COMMERCE - DIGITAL & BIG BOX RETAIL

#### Accomplishments

- Led the creative vision and strategy for a portfolio of brands in the shed, pre-fab studio dwelling, outdoor living, and play categories
- Ensured significant ROI on the marketing budget
- Launched [heartlandsheds.com](https://heartlandsheds.com) eComm brand in 2019

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Creative Director

Detroit, MI  
Jan 2011 - Aug 2017

## Doner

### CREATIVE AGENCY

#### Accomplishments

- Led a group of 6 writer/art director teams in the development of creative ideas and integrated campaigns for FIAT, Minute Maid, and NGK Spark Plugs
- Played a key role in the development of brand and creative strategy
- Presented and discussed strategy and creative content with marketing clients at the C-suite levels of Coca-Cola and FIAT Chrysler
- Led design teams in the development of brand guidelines and graphic standards
- Collaborate with web developers and web designers in the creation of mobile apps, e-commerce websites, branded digital entertainment games, etc.
- Led brand strategy and creative development for the pitch of the NGK Spark Plugs business which we won. Also successfully pitched and won the Minute Maid digital/social business
- Led the production of award-winning work including best of show at the Detroit "D" Show, Communication Arts, and a Graphis Platinum award (their highest honor) for work on the NGK Spark Plugs account.

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Creative Director, Copy

Pittsburgh, PA  
Apr 2007 - Dec 2010

## Moxie

### DIGITAL AGENCY

#### Accomplishments

- Led creative development across all media, with a focus on the digital ecosystem
- Led a group of 30 writers, art directors, designers, and web developers in the development of creative ideas and campaigns for NGK Spark Plugs, Woodford Reserve, Chick-fil-A, Snickers ice cream, Rachael Ray Nutrish for Dogs, Zone Perfect nutrition bars, A1 steak sauce, International Delight, Airborne, Land O' Lakes coffee creamer, and American Eagle Outfitters.
- Partnered with Account Planners in the development of brand, digital, and creative strategy.
- Pitched and won several pieces of business including A1 Steak Sauce, Nutrish for Dogs, American Eagle Outfitters, Snickers Ice Cream, and more.
- Our digital work for NGK Spark Plugs was in Communication Arts Ad Annual for viral film and we won a pencil for Branded Applications/Online Gaming at The One Show.

### Education

B.A. Psychology

Minneapolis, MN

## University of Minnesota

### Portfolio Link

## Jason Bergeron Portfolio

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