



## Jason Isaac

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### CREATIVE DIRECTOR

#### PROFESSIONAL SUMMARY

Creative and brand leader with nearly 20 years shaping immersive brand experiences across tech, entertainment, lifestyle, and DTC brands, such as Adobe, 3M, Cirque du Soleil. I focus on building emotionally resonant narratives that turn moments into memories and audiences into loyal advocates. My work spans integrated campaigns, paid digital, outdoor media, and experiential storytelling designed to drive awareness, visitation, and engagement across complex resort ecosystems. I lead creative teams as a player/coach staying close to the work, ensuring every execution elevates the brand and delivers impact at scale.

#### KEY STRENGTHS AND TECHNICAL SKILLS

- Integrated Campaign Strategy
- Brand Identity and Storytelling
- Cross-Channel Creative Execution
- Creative Team Leadership
- Visual Communication Standards
- Pitch and Proposal Development
- Campaign Concept Development
- Adobe Creative Suite & Figma
- Digital and Social Media Design
- Multi-Platform Advertising Work
- Workflow and Timeline Management
- Quality Assurance and Review
- Mentorship and Feedback Culture
- Stakeholder Alignment and Buy-In
- Hands-On Design Contribution
- OKR and Agile Methodologies

#### WORK HISTORY

##### Dentsu Creative

Dec 2024 - Present

##### Director, Creative Strategy (Contract)

At Dentsu Creative, I **partnered with Adobe** to develop innovative, data-driven strategies that bridged media and brand. My role involved creating impactful test plans, reviewing audience insights, and developing creative briefs that enhanced campaign performance and aligned with Adobe's business objectives for flagship brands, including Photoshop, Acrobat, Lightroom, and others.

- **Onboarded and trained Adobe teams on strategic frameworks**, including Customer Journey Maps, Audience Persona Mapping, and Creative Brief Templates.
- Developed email communication flows for Adobe Express to increase **CTOR** and **reduce bounce rates**.
- Created **advanced audience segmentations** to improve retention and product adoption for **new and existing Adobe users**.

##### Ruffalo Noel Levitz

Apr 2023 - Nov 2024

##### Group Creative Director | Remote

Transformed creative strategy and execution through a mentorship-driven leadership style, emphasizing team development and empowerment to drive efficiency and scalability in the higher education sector.

- **Led 44 team members** and elevated quality across digital, print, email, and video, resulting in **26 creative awards** while engaging in client sales and thought leadership.
- **Directed \$12M ad spend**, aligning campaigns with enrollment goals and **increasing student conversions by 42%**.
- Redefined email communication flows, resulting in a **35.2% increase in CTOR** and a 0.94% increase in open rates while mentoring writers in campaign strategy and execution.
- Implemented **ORK and Agile methodologies** with defined swim lanes, **increasing go-to-market times by up to 82%** and increasing creative offerings quarter over quarter.

- Introduced Adobe Libraries and Google Drive, **improving operational efficiency by 2,990 hours** annually.

## Reflex Media

Nov 2021 - Apr 2023

### Senior Creative Director | Remote

Optimized multi-channel creative strategies and guided a 7-member team of designers, writers, and videographers to increase brand reach and conversions for digital marketing, email, and SEO initiatives by championing collaborative problem-solving and data-driven adjustments.

- Ideated, developed, and launched event-triggered email and pop-up campaigns, **generating \$20K in daily revenue** and fueling engagement in platform.
- Expanded various clients' presence on OTT/CTV, TikTok, Snapchat, and Reddit, achieving a **40%+ increase in ROAs** on a newly formulated approach to video ads with optimized landing pages.
- Led the development of multi-language international campaigns, delivering **128 videos and 300+ landing pages in 3 months**, doubling campaign engagement.
- Formulated and executed the **UX/UI** for various websites, landing pages, and micro-sites with an emphasis on **conversion rate optimization (CRO)**.

## My Daily Choice

Jul 2019 - Nov 2021

### Director of Marketing and Creative Services | Las Vegas, NV

Developed creative and marketing team operations to drive revenue growth in the health and wellness space, executing omnichannel strategies across email, digital ads, and print, resulting in **\$70M annual growth**.

- Created and **launched 4 new brands and 45+ products in 9 months**, executing branding, package design, landing pages, launch videos, photo shoots, and multi-platform strategy aligned with business goals.
- Directed creative for the annual convention, **engaging 4,500 attendees** and **generating 6,000 pre-sales** for the following year.
- Transitioned live events to a virtual platform during the pandemic, developing the UX/UI of the virtual space, presentations, and launch assets, **achieving 25,000 live attendees** for the annual convention and **180,000 monthly shares**.

## Cirque du Soleil

Mar 2012 - Jul 2019

### Las Vegas Studio Manager | Las Vegas, NV

Built an internal agency model, pitching and executing campaigns across digital, video, OOH, and print to enhance the brand identity of shows like Mystère, O, and Blue Man Group.

- Directed the experiential design and execution of **immersive ticketing booths, trade show exhibits, and theatrical environments** for multiple Cirque du Soleil productions, ensuring brand-aligned storytelling at every touchpoint.
- **Designed and launched retail and theatrical experiences** for the debut of *R.U.N.*, including entrance installations and brand-driven merchandise environments.
- Established an in-house trafficking system, **saving 1,768 hours annually** and facilitating high-speed creative delivery.
- Negotiated print contracts, realizing **\$500K in annual savings** while scaling marketing demand yearly.

## EDUCATION

**Bachelor of Arts:** Visual Communications, Design  
Kent State University | Kent, OH

## AWARDS

- |                      |    |                      |    |
|----------------------|----|----------------------|----|
| • Gold ADDY Awards   | 20 | • Bronze ADDY Awards | 29 |
| • Silver ADDY Awards | 24 | • Gold EDM Awards    | 12 |