

JASON TURNER



CONTACT

📞 410.790.0111

✉ Jason.turner24@gmail.com

🌐 <https://vimeo.com/showcase/6816887>
Pw: jason12

in <http://linkedin.com/in/jason-turner-9710927>

ACHIEVEMENT

NEWS & DOCUMENTARY EMMY
AWARD -
OUTSTANDING PROMOTIONAL
ANNOUNCEMENT
2019

NEWS & DOCUMENTARY EMMY
AWARD -
OUTSTANDING PROMOTIONAL
ANNOUNCEMENT
2017

NEWS & DOCUMENTARY EMMY
AWARD -
OUTSTANDING PROMOTIONAL
ANNOUNCEMENT
2013

CANNES LION INTERNATIONAL
TV&CINEMA - BRONZE
2014

PROMAX BDA - GOLD
MULTIPLE
2013-2020

EDUCATION

FILM & VIDEO PRODUCTION
Stevenson University, 2001

A three-time Emmy Award winning Creative Executive with a passion for creative, brands and people. Concept to delivery ownership for over 20 years in entertainment marketing and brand advertising, as a creative director, writer, producer and leader.

Known for my strong work ethic, innovative mindset and creative leading, I am adept at building and maintaining strong relationships with senior leaders, customers, stakeholders and directs at all levels.

EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR, PRIME VIDEO BRAND PARTNERSHIPS

Amazon Ads | 2024 – PRESENT

- Creative lead across all brand partnership initiatives for marquee Prime Video & Amazon Studio properties.
- Develop and execute 360 campaigns and co-branded content for global Amazon Ads brands.
- Build and lead a high performing creative team, including Creative Directors, Copywriters and Art Directors.

SENIOR CREATIVE DIRECTOR, BRAND VIDEO STUDIO

Amazon Ads | 2021 – 2024

- Build and lead a creative team including post-production for in-house studio team creating video content for advertisers
- Joined the program as an early employee and partnered with the Head of BVS to grow the team to 60

SENIOR CREATIVE DIRECTOR, MARKETING

Amazon Prime Video | 2020 – 2021

- Led 360 creative direction for Amazon Original Series, including overseeing key art, AV, and social. Included high-level series for the streaming service, such as Making The Cut and Modern Love.
- Pitched all campaign assets and strategies to key stakeholders across the business.

VICE PRESIDENT, CREATIVE, MARKETING

Discovery | 2019 – 2020

- Worked alongside senior leaders of the network to formulate and execute brand strategies and tactics to increase ratings.

EXPERIENCE

VICE PRESIDENT, CREATIVE, MARKETING (CONT.)

Discovery | 2019 – 2020

- Built and led a team of nine creatives on multiple coasts.
- Worked daily with strategy and branded creative leaders to create strategy briefs and align on all campaigns.
- Pitched all high-level network campaigns to the network president

SENIOR CREATIVE DIRECTOR, MARKETING

Discovery | 2018 – 2019

- Produced the network's first global rebrand in decades, spanning 170 countries. The campaign was recognized by Promax BDA as one of the top three rebrands of 2019.
- Produced the network's first consumer facing brand campaign in a decade. The multi-million dollar campaign reinvigorated the brand, increasing ratings above year over year numbers.
- Led a 360 campaign for the network's return to natural history programming with Serengeti. The series recorded one of the highest ratings for a natural history series for the network.
- Led a multi-million-dollar Shark Week campaign that earned the highest ratings in the week's 30-year history.

CREATIVE DIRECTOR, MARKETING

Discovery | 2015 – 2018

- Led all high-level multi-million dollar campaigns for the network. Encompassing all 360 facets, including on-air spots, digital, out of home, print, and social.
- Worked closely with external vendors on campaigns, overseeing graphic and print design, on-air spots, and live action shoots.
- Produced and co-directed live action shoots for all high-level campaigns for the network.

SUPERVISING PRODUCER, MARKETING

Discovery | 2013 – 2015

SR WRITER PRODUCER, MARKETING

Discovery | 2011 – 2013

WRITER/PRODUCER

Freelance | 2006 – 2011