



## experience

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### buzzfeed

design director | january 2024 - present

deputy design director | january 2021 - december 2023

art director | november 2018 - january 2021

- Led creative process development: Spearheaded the creation, implementation, and documentation of innovative processes to enhance team workflow and collaboration. Successfully managed and scaled a large volume of creative assets.
- Team leadership: Directed a cross-functional team of creatives, overseeing the production of high-quality branded content, spanning advertising, show key art, and licensing materials.
- Revenue growth: Achieved consistent annual revenue growth of 200% by introducing new products and expanding the team to meet evolving business needs and client demands.
- Market-focused innovation: Played an integral role in identifying and implementing new products and creative opportunities to augment BuzzFeed's marketing services portfolio, with a keen eye on market trends.
- Project management: Responsible for all aspects of branded work production, including budget management, resource allocation, and supervision of producer responsibilities.
- Notable clients: Managed creative direction of projects for a robust roster of clients, including Disney, Google, Pepsi, Samsung, Kraft, Ann Taylor LOFT, Dunkin' Donuts, Macy's, McCormick Spices, United States Census, BuzzFeed's Unsolved Series, Kroger, Black & Decker, Procter & Gamble, Albertson's, Bissell, and Scott's Miracle Gro.

### bread & butter

art director | march 2017 - november 2018

- Strategic Leadership: Led the strategic development of a new creative department specializing in restaurant and hospitality clients. Oversaw creative initiatives spanning web, mobile, digital, print, and social media platforms.
- Team Management: Managed a diverse team consisting of junior and senior-level designers, photographers, and content creators. Directed their efforts in producing a wide range of creative materials.
- Notable clients include: Warwick Hotels, Daily Grill, Paul Martin's American Grill, hopdoddy Burger Bar, Fabio Viviani, Malibu Poke, Harvest Snaps

### crier communications

art director | september 2015 - march 2017

graphic designer | august 2014 - september 2015

- Built Creative Department: Pioneered the establishment of a comprehensive photography and videography department. Led the creative process from recipe development to product photography, ensuring a seamless and cohesive approach to content creation.
- Team Leadership and Project Management: Oversaw a dynamic team responsible for developing and designing web assets, branding materials, and print collateral. Managed projects encompassing online campaigns and product packaging for lifestyle companies.
- Notable clients include: Wallaby Yogurt, Deep River Snacks, Halo Top Creamery, Made in Nature, GH Cretors and Rigoni di Asiago.

### kahn media

graphic designer | september 2013 - august 2014

### freelance

commercial art assistant december 2011 - september 2013

## contact

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jennabenty.com  
jenna.benty@gmail.com  
661.305.8464

## skills

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creative lead  
art direction  
production  
photography  
graphic design  
team management  
process building  
motion design  
social media strategy  
concept development  
project management  
video production  
post-production  
web design  
UX design

## programs

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photoshop  
illustrator  
after effects  
inDesign  
premiere  
g Suite  
photography  
capture one  
videography  
sketch  
ms suite

## education

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university of california,  
irvine 2008-2012

Major: Film and Media  
Studies,  
Minor: Digital Arts