



Jena Dengrove

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Clients/Brands

Healthcare:

Merck (Merck for Mothers and Nexplanon, Merck Corporate, Merck Manuals), **Celgene** (Otezla, Abraxane), **Johnson & Johnson** (OneTouch, Women's, Diversity, **Teva** (Copaxone, Austedo, Migraine, Paraguard, PlanB), **Eisai** (Lenvima), **Novo Nordisk** (Levemir, Victoza, Tresiba), **Novartis**

Consumer:

Clairol, Venus, Herbal Essences, Head & Shoulders, Fabric Care, Hair Food, Stainmaster, Secret, Kimberly-Clark, Kraft Beverage (MiO, Gevalia, Starbucks, Kool-Aid, Capri Sun), **Kraft Foods, Subway Restaurants, Kellogg's** (Cereals, Keebler, Pop-Tarts, MorningStar Farms, Pringles), **Perdue, Reckitt Benckiser, Evian, Dannon** (Activia, Light & Fit, DanActive, Dan-o-nino), **Gerber, ABC News**

Awards

Bronze Effie Award, Depend "Drop Your Pants for Underawareness"
In2 SABRE Awards "Best Use of Facebook" for Merck for Mothers
POPAI Outstanding Merchandising Awards: Kellogg's Spiderman
POPAI Outstanding Merchandising Award: Kellogg's "Catch a Taste of the Big Game"

Education

Lafayette College / 2000-2004

Creative Director/Design Director

Marina Maher Communications / New York, NY / 2013-Present

- Creative leadership of concept through execution across consumer and healthcare pillars
- Helped grow creative department and offerings including consistent organic growth and process implementation
- Built holistic campaigns and experiences/events while maintaining brand standards, objectives and aesthetics for top iconic brands
- Expertise in the areas of print, events, displays, video, photoshoots, web, social & digital
- Responsible for management, training and mentoring teams of art directors, copywriters, producers, animators, filmmakers and editors
- Worked to promote and develop integrated agency model, especially involving creative
- Key creative presence across client presentations, meetings and shoots
- Managed timelines, workflow, process, budgets, estimates and staffing
- Sourced and cultivated network of relationships with vendors including printers, video crews and event/display production

Associate Creative Director

Catapult Marketing / Westport, CT / 2010-2013

- Managed creative development of in-store displays, print, web and video for promotional marketing including movie partnerships, loyalty and cause-related programs as well as calendar/tentpole specific programs
- Led concept through production of CPG packaging designs including custom photography, specialty printing and technology partnerships
- Managed multiple teams across various accounts, which included brainstorm leadership, concept development, and management of workflow and timelines
- Creative leadership during new business pitches and presentations
- Supervised creative on #1 QSR chain including oversight of collateral, including in-store POS and out-of-store print, plus development for long-term campaigns which included \$5 Footlong and Subway Breakfast.
- Led creative across new product launches and development of brand identity

Senior Art Director

Catapult Marketing / Westport, CT / 2008-2010

- Lead designer on National and Shopper Marketing accounts with work including National FSIs, in-store POS and displays, packaging and Direct Mail
- Participated in new business RFP's including Capital One, Avon, Evian, Kraft Beverages (Starbucks and Crystal Light), Kellogg's, Tetley, Absolut.
- Played key creative role in new product launches for Dannon and Perdue
- Coordinated and oversaw photo shoots for food-based clients, product and lifestyle shoots.

Art Director

Catapult Marketing / Westport, CT / 2006-2008

Associate Art Director

G2 Marketing / Stamford, CT / 2004-2006