

JESSICA BOGART

CREATIVE STRATEGIST &
VISUAL STORYTELLER

I tell complex business stories, create impactful brand experiences, and translate data into insights through creative, visual solutions.

INFO



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EXPERIENCE OVERVIEW

NBCUniversal

CREATIVE LEAD
GRAPHIC PRODUCER
EXECUTIVE ASSISTANT



CO-FOUNDER & CREATIVE DIRECTOR

ROSETTA

ART DIRECTOR

TBWA\CHIAT\DAY

ART DIRECTOR

EXPERIENCE

NBCUNIVERSAL CREATIVE LEAD, GLOBAL MEDIA OPERATIONS

2015 - PRESENT

- Strategize and lead all creative, UI/UX and visual communication efforts across NBCUniversal's global content distribution team
- Partner with senior executive leaders, business intelligence team and finance team to define business KPI's and establish consistent visual data reporting standards and dashboard interfaces across global operation
- Translate complex business and technical messages into concise value stories for customer transparency, organizational alignment and C-suite/stakeholder buy-in
- Design and implement consistent brand identity across internal business touchpoints to clarify business value and function across the greater NBCU ecosystem
- Develop presentation resources and toolkits, which have been distributed across 500+ employees to facilitate better presentations for day-to-day operations

NBCUNIVERSAL GRAPHIC PRODUCER, ARTWORKS

2013 - 2015

- Strategized and produced creative business solutions for executive business leaders across NBCUniversal and Comcast
- Conceptualized and produced two animated videos for Comcast's Chief Network Officer to communicate his executive vision and directive to his leadership team
- Led the brand/marketing strategy and design for an internal educational conference for NBC News and CNBC organizations. Completed work included: consistent brand identity, poster campaign, email campaign and online registration
- Led creative brainstorming for Facilities and HR teams to establish consistency and better articulate service values to NBCU employee population

PB&J PUBLISHING CO-FOUNDER & CREATIVE DIRECTOR

2010 - 2013

- Co-founded interactive children's book publishing company with the vision of rethinking the way children experience stories through highly immersive touchscreen devices. Responsible for developing business vision and leading all creative executions
- Strategized, researched and designed overall user experience and vision for iPad app. Production work included: storyline development, art and creative direction for illustrations, animations, sound/music design and programming choreography
- Produced strategic marketing campaign on shoe-string budget by creating targeted creative content designed for high "sharability". Components included: Fun "demo" video, FastCo featured article, "mommy blog" reviews, "viral" content creation, Central Park "instagramable" promotional experiences
- Co-managed all business aspects including recruiting and management of international multi-disciplinary team, contract development and revenue share negotiations

NBCUNIVERSAL EXECUTIVE ASSISTANT, ARTWORKS

2011-2012

- Assisted and consulted Executive Creative Director with daily management of executive and department needs, long-term project planning and execution of high-profile projects
- Planned and executed all team-building leadership and department-wide events and activities
- Launched and produced internal event: "ArtWorks University," an annual week-long educational initiative. Produced and coordinated four events, 23 classes across 2 locations. Designed branding, swag packages, internal marketing and communications to drive 86% team participation and 93% course capacity

EXPERIENCE CONTINUED

ROSETTA DIGITAL ART DIRECTOR

2010 - 2012

- Recruited by Chief Creative Officer to help drive transition from corporate consulting/tech company to dynamic creative interactive agency.
- Conceptualized and produced mobile apps, websites, strategic business pitches and integrated digital campaigns for various clients including: Dannon, Office Max and Citizens Bank

TBWA\CHIAT\DAY ART DIRECTOR

2008 - 2010

- Collaborated with planners, account managers and creatives to conceptualize, pitch and produce strategic 360 campaigns
- Clients included: Michelin, Absolut Vodka, Vonage and Ad Council

EDUCATION

GENERAL ASSEMBLY

2014

User Experience Design - 12 Week Course

UNIVERSITY OF DELAWARE

2004 - 2008

BFA in Visual Communications: Graphic Design

Relevant Studies: Advertising, Web Design, Screen Printing, Typography, Public Speaking, Letterpress Printing, Anthropology, Business Marketing

2007 Visual Communications Study Abroad London, England

HONORS & AWARDS


- 2015 NBCUniversal GEM award**
Awarded by VP of Human Resources for producing 2015 "Ignite CNBC" event
- 2014 NBCUniversal GEM award**
Awarded by Executive Creative Director for producing Comcast "Smarter Network" video
- 2013 NBCUniversal GEM award**
Awarded by President of NBCU's Operations & Technical Services for producing Long Range Plan
- 2013 NBCUniversal GEM award**
Awarded by Executive Creative Director for producing "ArtWorks University" conference
- 2012 TBWA\CHIAT\DAY Disruption Award Finalist**
- 2010 Young Lions Media Competition**
Top 5 in the country
- 2009 International Short Film Competition for Pedigree**
Top 5 out of 415 entries

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SKILLS

STRATEGIC THINKING
ART DIRECTION
BRANDING
UI/UX DESIGN
PRODUCTION
GRAPHIC DESIGN
VISUAL STORYTELLING
PRODUCT DEVELOPMENT
LEADERSHIP
BUSINESS COMMUNICATIONS

SOFTWARE

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
SKETCH APP
MICROSOFT POWERPOINT
MICROSOFT WORD
MICROSOFT EXCEL
DROPBOX
GOOGLE DOCS
GOOGLE SLIDES