

# JESSICABOGART

Brand Strategist // Visual Communicator

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Jessicabogart.com

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## EXPERIENCE

### NBCUNIVERSAL // GRAPHICS PRODUCER

October 2012 - Present

Establish trusted relationships and collaborations with senior business leaders to translate complex, technical and operational stories through simple, valuable and impactful visual communications & experiences

Understand leadership business objectives, challenges and strategic, high-impact solutions by organizing and guiding multi-day brainstorm sessions

Interpret and communicate business messages to internal audiences by establishing brand consistency and transparency of services

Lead, direct and manage the conceptualization and production of creative solutions

Introduced and implemented strategic thinking and processes as new internal creative service

#### NOTABLE PROJECTS INCLUDE:

##### Executive Communications

Collaborate with senior leaders to understand and translate complex business stories into concise, simple visual articulations. Examples include:

- Led team of designers, animators for conceptual and visual development of 2 animated videos for Comcast Chief Network Officer to help him 1) clearly explain how the Comcast Network works and 2) identify and explain to his leadership team his 3-year vision in a way that would motivate and inspire action
- Developed strategic presentations to NBCUniversal CEO that articulate complex business concepts, future initiatives, and operational challenges for \$1B+ organizations supported by impactful business cases and financial stories
- Establish and implement cross-organizational presentation and communication standards for leadership teams by producing living asset toolkit

##### Internal Marketing Campaigns

(Clients include Technology, Security, Operations & Technical Services, HR, etc.)

- Strategize and develop internal marketing campaigns to build cross-organizational awareness and understanding of new internal benefits, changes, events or leaderships communications
- Mediums include: video, email, posters, intranet, environmental design, swag

##### Event & Experience Production

(Ignite Englewood Cliffs & ArtWorks University annual events, Comcast network engineers leadership summit, and O&TS holiday party)

- Collaborated to strategize and produce internal events ranging 200 – 1400+ employees and business leaders
- Led creative development and art direction of event branding, communications and online touch-points
- Designed user experience and led production for online experiences enabling event promotion, seamless registration and attendee feedback

##### Internal Identity Development

(Operations & Technical Services, Corporate Benefits, TechWomen, Ignite, etc)

- Facilitate brainstorm experiences to help identify core brand voice and vision
- Strategize, art direct and lead brand development and rollout plan to help brand owners articulate and better deliver value to desired audiences
- Establish cohesive, strategically aligned aesthetic and tonal standards across all touch-points

### NBCUNIVERSAL // EXECUTIVE ASSISTANT

2011 - 2012

Assisted and consulted Executive Creative Director of On-Air Graphics with daily management of executive and departmental needs, long-term project planning and executed high-profile projects

Launched and produced internal event, „ArtWorks University” an annual week-long educational initiative. Produced and coordinated 23 classes in two locations. Designed branding, swag packages, internal marketing and communications for 360 experience

Strategized and designed new website UX for Motionographer.com a leading motion graphics blog supporting over 1M followers

### PB&J PUBLISHING // CO-FOUNDER & CREATIVE DIRECTOR

2010 - 2013

Cofounded interactive children's book publishing company with the vision to rethink the way children experience stories with interactive touchscreen devices

Strategized, researched and designed content and user experience for iPad app. Production work included: storyline development, art and creative direction for illustrations, animations, sound/music design and programming choreography

Launched app with UX optimized website, social media campaign, and out-of-home experiences to drive awareness and web traffic

Co-managed all business aspects including recruiting and management of international, multi-disciplinary team, contract development and revenue share negotiations

## EXPERIENCE

### ROSETTA CONSULTING // 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: Danon, Citizens Bank and Office Max

### TBWA/CHIAT/DAY // ART DIRECTOR

2008 - 2010

Collaborated with planners, account managers and creatives to conceptualize, pitch, and produce strategic 360 campaigns

Clients include: Michelin, Absolut, Vonage and Ad Council

## EDUCATION

### GENERAL ASSEMBLY

October 2014

12 Week User Experience Design Course

### UNIVERSITY OF DELAWARE

2004-2008

BFA in Visual Communications: Graphic Design

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

2007 Visual Communications Study Abroad: London, England

## SKILLS

> Strategic Thinking

> Art Direction

> Branding / Identity Development

> UI/UX Design

> Production

> Graphic Design

> Visual Storytelling

> Product Development

> Leadership

> Collaboration

## AWARDS

### NBCUNIVERSAL GEM AWARD

2015 – O&TS LRP  
2015 – Ignite Conference  
2015 – GMO Presentation  
2014 – Ignite Conference  
2013 – ArtWorks University  
2013 – O&TS LRP  
2013 – Comcast Network Now

### 2010 TBWA\ DISRUPTION AWARDS

**2010 YOUNG LIONS MEDIA COMPETITION**  
Top 5 in the country

**2009 TBWA\ SHORT FILM COMPETITION**  
Top 5 out of 415 entries

**2007 AIGA WEAR YOUR VOICE COMPETITION**  
Best in Show & People's Choice Award

