



Jason Witt // 847.778.8249 // jasonwitt@mac.com

VP Creative Innovation / Head of Creative / AI-Driven Marketing & Design Systems / Enterprise Omnichannel / B2B & B2C

Senior creative executive with 20+ years leading enterprise creative, content, and marketing innovation across B2B and B2C organizations. Proven expertise in AI-driven creative workflows, design systems, omnichannel marketing, and team transformation at scale. Known for building high-performing creative organizations, integrating emerging technologies, and driving measurable business outcomes through data-informed storytelling.

Work Experience

Zeta Global – *VP of Creative Innovation – 2025 - Present*

- Lead a team of designers, creative strategists, video/motion designers, and writers supporting client brands to deliver branded creative across marketing channels
- Establish and drive a future-focused creative innovation strategy for Zeta Creative Studio
- Champion the introduction of generative AI and agentic workflows to transform creative processes
- Collaborate across disciplines (video, presentation design, copywriting, strategy, product, engineering) to develop prototypes, agents, pilot programs, and frameworks
- Lead creative innovation roadmaps that bring differentiated, breakthrough creative ideas to life
- Provide sales enablement support, product, and marketing with innovation-driven storytelling, demos, and new business pitches
- Cultivate a visionary, experimental, and exploratory mindset across the creative studio
- Measure innovation through KPIs such as innovation velocity, cross-pillar adoption, and thought leadership
- Present pilots and innovation strategies to executive leadership
- Inspire, mentor, and coach the creative team focused on building a culture of creative experimentation and bold thinking

MGM Resorts International - *VP of Creative & Content - 2022 - 2025*

- Led a team of designers, developers, writers, photographers/videographers, editors, animators, producers, asset managers, physical production, and content strategists to support creative storytelling across all MGMRI brands and property marketing channels.
- Oversee creative strategies for branding and content creation for MGMRI
- Collaborate and direct creative campaigns with outside creative agency partners across all marketing channels
- Integrated AI tools for increased efficiency and creative planning/strategy. Instituted using Generative AI for content and creative leveraging ChatGPT, Copilot, Adobe, and Midjourney.
- Oversee asset management systems and processes, including tech stack, taxonomy, and legal compliance.
- Provide strategic and creative insight for all marketing channels supporting hospitality, entertainment, food & beverage, special events, and casino marketing.
- Provide expertise in digital marketing channels such as email, Paid Media, social and web through personalized content and creative best practices.
- Led internal marketing communications creative team to deliver employee communications across the MGMRI Las Vegas properties.

Oracle - *VP Agency Services - 2019 - 2022*

- Led a team of designers, developers, writers, and content strategists to support digital creativity for some of today's most exciting brands.
- Established new processes for creative workflow focused on efficiencies and accuracy using creative automation and project management platforms. This resulted in a 20% average increase in project efficacy.
- Developed design systems and governance models for digital campaigns focused on efficiency and best practices.
- Led a Coding/Engineering team that supports marketing platforms, including email, site, loyalty SMS, and CMS.
- Lead Content Management implementations for dynamic site-building and digital asset management.
- Developed creative and strategy for loyalty programs, including economies and branding for multiple verticals.
- Participated in client RFP responses and contract development.
- Delivered content for blog posts, white papers, and webinars.

Brands I support include Comcast, Harley Davidson, Hawaiian Airlines, Michael Kors, Macy's, AT&T, Grainger, Discover Card, Abercrombie/Hollister Co, Dollar General, Hilton Disney Cruise Lines, Farmers Insurance Kraft, Bank of the West and US Cellular.

Epsilon (*Publicis*) - Senior Creative Director - 2013 - 2019

- Led multiple creative teams focused on delivering data-informed digital marketing.
- Led creative and coding teams in the development of digital design systems leveraging channel best practices, maintaining accessibility standards and developing of governance models.
- Focused on maintaining digital creative best practices using traditional and responsive design techniques and strategic storytelling.
- Worked closely with digital strategists and analysts to provide personalized creative strategies that focused on increased customer engagement
- Led digital creative as part of an omnichannel creative collective
- Developed tools for creative efficacy across large digital campaigns

Brands I supported include JP Morgan Chase, Fifth Third Bank, Barclaycard, Edward Jones, Wells Fargo, PayPal, BP Gasoline, Darden Restaurants, AutoZone, FedEx, Aspen Dental, College Board, Regis, Coach, Pepsi, Dell, Mead Johnson, Sunovian Pharma, Johnson & Johnson and BJ's Wholesale

AccuQuote - Director of Creative Services - 2012 – 2013

- Led the creative team focused on creative and strategy-driving online lead acquisition
- Responsible for maintaining a consistent communication strategy, including online copy, design, social media, display, and email marketing.
- Oversaw a complete rebranding of the firm
- Led the creative and development for site experiences, including the firm's main site and various acquisition landing pages focused on lead generation.
- Managed timelines resources for print and digital campaigns

Woodlyn Inc. - Marketing Director - 2008 – 2012

- Led creative and branding for print, digital, and environmental design.
- Coordinated and led design and implementation of new convention exhibits and experiences.
- Directed product photoshoots with designers and photophores
- Led a team of designers, developers, and technical staff in the development of proprietary software
- Worked with HR partners on developing employee handbooks, job descriptions and employee training.
- Managed the implementation to a cloud-based CRM and inventory management system (SalesForce)

Discover Financial Services – Group Creative Director - 2001 – 2008

- Creative Director for all North American Acquisition and Portfolio customers.
- Led 4 creative teams supporting direct marketing in print and digital channels.
- Provided brand direction and governance for outside agency partners.
- I developed brand positioning and creative execution for Discover Card.
- Led branding of the new Discover Bank, Student Loans, and Home Loans.
- Collaborated and led branding efforts with agency of record on national advertising creative.
- Led creative direction for all secure and non-secure card designs
 - worked with law enforcement on security features for secure cards, including holographic design.

Skills:

Adobe Creative Cloud
Microsoft 365 suite
Moderate experience in HTML, Figma
Project Management – Wrike, basecamp
Creative Management Systems
UI development
Accessibility best practices – traditional & digital
AI and Machine Learning tactics
Data informed creative tactics
Marketing Analytics
Printing and Direct Mail
Media Production
Physical production (print, environmental)
Exhibit design
Secure & Unsecure Plastic design
CRM Creative consulting and implementation
DAM implementation and management
Pitching and selling SAS products & services (B2B)

Education:

University of Illinois
at Chicago
Graphic Design

Harper College
Graphic Design