

BENNY JACKSON

Creative Director / Brand Platform Architect

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Open to Remote, Hybrid, or Relocation

ABOUT

Twenty-plus years of craft across global brand campaigns, cinematic product launches, and culture-defining work. Creative lead at Apple. Spirits and fast food at Havas. The Magic Jingle at Translation. I think in brand platforms, communicate in stories, and build things that live in culture, not just in media plans. In recent years I have developed genuine fluency in AI-native production: not as a novelty, but as a real expansion of what a creative leader can do.

AI FLUENCY & EMERGING PRACTICE

The tools have changed. The standards have not.

I build with these tools, not just inside them. Custom prompt feedback systems, iterative image generation pipelines, end-to-end AI video production -- working across Claude, GPT, Gemini, Midjourney, and Higgsfield, using each for what it actually does well. The result: faster movement, smarter iteration, compressed timelines without surrendering depth.

EXPERIENCE

Founder & Creative Director | Masters Of Sight (mastersofsight.com) | 2026 -- Present

Masters Of Sight is a curated living archive celebrating the visual architects who define how we see -- photographers, cinematographers, directors, designers, and game developers. Conceived, designed, and built independently.

- Designed and launched the full product: site architecture, visual identity, editorial voice, and content strategy
- Built a proprietary discovery tool that connects visitors to image-makers aligned with their own creative sensibility
- Developing a tiered membership offering for working creatives and visual professionals
- Active audience growth across web and Instagram (@mastersofsight)

Creative Director | Freelance / Independent | 2026 -- Present

Consulting with brands and agencies on creative strategy, campaign development, and AI-native production. Available for full-time engagement.

Creative Director | Cornett | Lexington, KY | 2024 -- 2026

- Creative lead across Nissin brands: Cup Noodles, Top Ramen, and Hot & Spicy
- Helped pitch and win the Nissin business; contributed to new client development and agency growth
- Launched a regional Super Bowl spot for UK Healthcare
- Developed national campaigns across broadcast, OOH, social, and digital

Creative Director | Freelance / Independent | 2023 -- 2024

Consulting with brands and agencies on creative strategy and campaign development.

Creative Director | TBWA\Media Arts Lab | Los Angeles, CA | 2020 -- 2023

- Part of the Apple creative universe, where the standard is nothing less than iconic
- Led Apple Fitness+ brand identity and campaign launch; helped launch Apple TV+ originals including *Servant* and *SEE*
- Directed video and motion work from story development through final delivery across every format

Group Creative Director | Havas | Chicago, IL | 2011 -- 2019

- Led a large creative department across category-defining accounts in spirits and fast food
- Built campaigns engineered for cultural infiltration, not just media placement
- Developed and mentored writers, art directors, and designers across simultaneous brand campaigns

Senior Art Director | Translation | New York, NY | 2009 -- 2010

- Co-created the "Magic Jingle" campaign: nine notes that became a permanent fixture in sports media, memes, and late-night culture
- Absorbed the Translation ethos of inserting brands into culture rather than advertising at it

Art Director | Berlin Cameron | New York, NY | 2005 -- 2009

- Built campaigns for global clients across tech, beer, fashion, and automotive
- Developed the capacity to think big and move fast on the largest competitive stages

EDUCATION

Bachelor of Fine Arts, Advertising Design -- Visual Communications

Minor in Cultural Materials Studies

University of Delaware, 2005

SKILLS & CAPABILITIES

Creative -- Brand platform thinking, concept development, campaign architecture, narrative systems

Direction -- Video and motion direction, art direction, copy direction, cross-format creative leadership

Channels -- Broadcast, social, digital, OOH, experiential, product marketing

Production -- Adobe Creative Suite, video + photo editing, AI-native content pipelines

AI Tools -- Claude, GPT, Gemini, Higgsfield, Midjourney, custom workflow engineering

Leadership -- Team building, mentorship, cross-functional collaboration, C-suite presentations

INTERESTS

Sci-fi (reader, writer, world-builder) · Woodworking · Single-player narrative games · Photography · Premier League (Arsenal FC)