Jason Bergeron

WRITER. CREATIVE DIRECTOR. GOOD GUY.

Detroit, MI

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WHAT I DO:
The human brain notices original, thought-provoking, and relevant. I take a blank sheet of paper and make that happen. It's a 1+1=7 thing.

I specialize in creative writing, concept development, brand strategy, and the digital ecosystem (Organic & Paid social, landing pages, web UX, PDP, and conversion optimization).

Success in Global brand integrated ad campaigns, Social Media, Influencer Marketing, e-commerce, APPs, B2C, SaaS, DTC, and B2B. Every acronym, I've been there.

ACCOMPLISHMENTS:
Launched campaigns that shaped the story of iconic brands. Minute Maid, Chick-fil-A, Old Style Beer, Serta (Counting Sheep), Woodford Reserve, FIAT, Jeep, NGK Spark Plugs, and many others.

Built creative teams on the agency side and brand side. Hiring talented people and placing them in the correct roles is a specialty. Respect, appreciation, mentorship, and the creative process guide the way I work. I have been effective in onboarding content management, project management, and AI software that have increased team organization and productivity.

Award-winning work recognized by The One Show, Communication Arts Advertising Annual, Luerzers Archive, MPA Kelly Awards, London International Awards, AdWeek Best Spots Effies, Andy Awards, Advertising Age's Best Magazine Ad of the Year, YouTube's 20 most viewed viral ads of 2012, and a closet full of others.

Yes, my work has won awards, but more importantly, it changes the trajectory of brands, increases sales, improves ROI, and fosters long-term brand loyalty among shoppers.

Experience

Executive Creative Director

Go Social

Denver, CO & Louisville, KY
Oct 2025 - Present

SOCIAL MEDIA - INFLUENCER - PR
-Lead social media content strategy and production for clients in the spirits category and beyond.
-We specialize in combining PR, influencer, and social media(organic & paid) to amplify reach, organic growth, and engagement.
-Direct outside photographers and videographers in the production of several hundred pieces of content per month.

Executive Creative Director

Backyard Products

Detroit metro area
Nov 2023 - Oct 2025

E-COMMERCE, DTC web & BIG BOX RETAIL
-Led and mentored a 15-person creative team across 3 cities and 3 company divisions (Shed, Structures & Play)
10 BRANDS: Heartland Sheds, Gorilla Shed, Studio Shed, Yardline, HHP, Yardistry, Lawn Master, Big Timber, KidKraft, and Gorilla Play
-I work every day to inspire and lead the in-house Creative Group of art directors, designers, writers, photographers, and digital marketing specialists. I provide mentorship, direction, and career development to foster collaboration & creativity.
Accomplishments-
-BRANDING & IDENTITY: Led strategy and creative concept for comprehensive brand platform development for 6 brands in 2024.
-DIGITAL ADS, WEB DESIGN: Drove DTC growth of over 30% in 2024. On track for over 90% growth in 2025.
-PDP DEVELOPMENT: Overhauled the look and communication strategy for Image Galleries & A+ content, which led to significant retail sales increases.
-Implemented and managed ASANA project management software to increase organization and productivity.
-COLLABORATION: Consistently collaborate and brainstorm with C-suite leadership to drive innovation and reach aspirational business goals.
-COMPANY GROWTH: Contributed to overall revenue growth of 20% to beyond 600M in 2024.

TECHNOLOGY: ASANA, FIGMA, Adobe CC, HubSpot, SharePoint

SKILLS: Brand Development, Creative Direction, Copywriting, Concept Development, Design, Web Design, Meta Ads, Project Management, PDP Optimization, Content Production, Content Management.

Executive Creative Director

Cuemath

Remote/Salt Lake City office
Jun 2022 - Nov 2023

TECH - MATH APP, B2B & B2C SaaS
Cuemath is the future of math. A revolutionary approach to learning. It combines 1:1 live tutoring with our proprietary visual learning technology platform to transform the way math is taught.
Accomplishments
-Brand overhaul. Brand platform, Brand visual ID, and Brand campaign development.
-Led the in-house creative team & managed external agencies in the creation of work.
-Raised the bar on creative work.
-Increased SQLs by 32% and SQL to Conversion by 48%
-Increased North American sales by 26%

TECHNOLOGY: ASANA, FIGMA, Adobe CC, HubSpot, Google Drive

SKILLS: Brand Development, Creative Direction, Copywriting, Concept Development, Design, Web Design, Meta Ads, Project Management, Content Production, Content Management.

Creative Director

Mango Languages

Detroit, MI
Jul 2020 - Jun 2022

TECH - LANGUAGE LEARNING APP, B2C & B2B SaaS
Accomplishments
-Led Global Creative Development
-Reinvented the Mango Brand Story
-Drove increased Brand Awareness and Brand Affinity
-Inspired and led a culture of adventure at Mango
-Led Instagram 5X growth from 2600 to 15.9K followers
-Increased 2021 Consumer Sales by 28%.
-Increased learner average use time on the app by 32%
-Conceived and launched "Adventures in Language" Brand Content Series. It consisted of blog, podcast, and YouTube video content. Became a significant source of lead generation.
-K-12 B2B sales grew by 70%+ from January 2020 to April 2022
-Made Mango the #3 language learning app, up from #8

Creative Director

Backyard Products

Detroit, MI
Jun 2017 - May 2020

E-COMMERCE - DTC & BIG BOX RETAIL
Accomplishments
-Led the creative vision and strategy for a portfolio of brands in the shed, pre-fab studio dwelling, outdoor living, and play categories
-Ensured significant ROI on the marketing budget
-Launched heartlandsheds.com eComm brand in 2019

Group Creative Director

Doner

Detroit, MI
Jan 2011 - Jun 2017

CREATIVE BRAND AGENCY
Accomplishments
-Led a group of 6 writer/art director teams in the development of creative ideas and integrated campaigns for FIAT, Minute Maid, and NGK Spark Plugs
-Played a key role in the development of brand and creative strategy
-Presented and discussed strategy and creative content with marketing clients at the C-suite levels of Coca-Cola and FIAT Chrysler
-Led design teams in the development of brand guidelines and graphic standards
-Collaborate with web developers and web designers in the creation of mobile apps, e-commerce websites, branded digital entertainment games, etc.
-Led brand strategy and creative development for the pitch of the NGK Spark Plugs business which we won. Also successfully pitched and won the Minute Maid digital/social business
-Led the production of award-winning work including best of show at the Detroit "D" Show, Communication Arts, and a Graphis Platinum award (their highest honor) for work on the NGK Spark Plugs account.

Creative Director, Copy

Pittsburgh, PA
Apr 2007 - Dec 2010

Moxie

DIGITAL BRAND AGENCY
Accomplishments
-Led creative development across all media, with a focus on the digital ecosystem
-Led a group of 16 writers, art directors, designers, and web developers in the development of creative ideas and campaigns for NGK Spark Plugs, Woodford Reserve, Chick-fil-A, Snickers ice cream, Rachael Ray Nutrish for Dogs, Zone Perfect nutrition bars, A1 steak sauce, International Delight, Airborne, Land O' Lakes coffee creamer, and American Eagle Outfitters.
-Partnered with Account Planners in the development of brand, digital, and creative strategy.
-Pitched and won several pieces of business, including A1 Steak Sauce, Nutrish for Dogs, American Eagle Outfitters, Snickers Ice Cream, and more.
-Our digital work for NGK Spark Plugs was in Communication Arts Ad Annual for viral film, and we won a One Show pencil for Branded Applications/Online Gaming.
SKILLS: Website Development, Interactive Creative Direction, Digital advertising, Viral Marketing, TV Advertising, Content Production, Copywriting, Branding & Identity

Education

B.A. Psychology

Minneapolis, MN

University of Minnesota

Portfolio Link

Jason Bergeron Portfolio

Jason Bergeron jpaulbergeron@icloud.com 740-417-3119 mobile