

CHARLES JENSEN

CREATIVE DIRECTOR, BRAND + CONTENT

310.963.1417

charlesbjensen.com

charlesjensen3@gmail.com

OVERVIEW

A story-first creative marketer with a filmmaking background, I bring a myriad of technical and soft skills across copy, art/design, motion graphics, VFX, social, activations, production, and everything else that goes into Brand Campaigns large and small. I wear many hats as a craftsperson and communicator, as well as collaborative team leader and people manager.

EXPERIENCE

Pluto TV

Creative Director, Brand (2024-Now)

- Brand-storyteller and team-first creative, working alongside a passionate squad of marketers to bring robust campaigns to life.

Hulu

Creative Director, Brand (2019-2024)

- Leading Brand Campaigns from inception through delivery: Masterbrand, Hulu + Live TV, Multishow Monthlies, Huluween, Huludays, Sports, News, anything and everything.
- Maintaining the highest level of quality and consistency as the creative steward of the Hulu Brand, leading robust teams, both internally and externally, fighting for the work.
- Exceeding metrics for Subscriber-Acquisition, Audience Engagement, and Brand Love, but most importantly, being the engine and glue guy behind the big swings.

NBC Sports

Creative Director/Producer (2013-2019)

- Responsible for ideating and executing Olympics campaigns for on-air and social.
- Fostering campaigns from brief to script to production and through post, collaborating with fellow creatives as well as high-profile athletes.
- Collaborating across NBC Sports and NBC Entertainment to align with larger network initiatives, including Partnership and Ad Sales opportunities.

Lil Chuck Films

Freelance Director/Editor (2000-2013)

- Crafting top-notch AV creative on hundreds of commercials, promos, and music videos.
 - Working with high-profile talent in front of and behind the lens, across global campaigns.
-

EDUCATION

University of Florida • University of Texas, Austin • California Institute of the Arts