

# Jason A. Wennet

## Creative Leader & Brand Strategist | In-House Capability Builder

jwennet@gmail.com | 443-610-2947 | jasonwennet.com

### SUMMARY

Creative leader and brand strategist with 25+ years building high-performing teams, launching in-house capabilities from the ground up, and producing omnichannel campaigns that consistently beat industry benchmarks. Proven record of driving measurable business results across healthcare, financial services, and beyond — while saving organizations hundreds of thousands of dollars by building what others outsource.

### CORE COMPETENCIES

Creative direction | Brand & campaign strategy | In-house capability development  
Cross-functional team leadership | Healthcare, financial & regulated industry expertise | Cost-saving operational innovation | Audience-based marketing

### PROFESSIONAL EXPERIENCE

#### Kaiser Permanente – Senior Creative Manager (2019–Present) / Associate Creative Director (2016–2019)

Lead strategy and creative execution across lines of business. Direct in-house creative team in omnichannel campaign development, producing enterprise-level marketing that drives brand growth, public health impact, and operational savings.

- Delivered 400%+ over projected enrollment in Medicare Liberty Plan year one
- Increased HPV vaccination rates by 35% above national average
- Led flu campaign yielding highest inoculation rate across KP Enterprise
- Drove 14% YoY growth in mail-order refill program
- Launched 60+ internal digital destinations, saving \$300K+ in vendor costs
- Developed military/veteran brand style guide and marketing assets adopted at enterprise level

#### Capital One Bank – Senior Art Director (2013–2016)

- Led omnichannel campaigns and internal communications.
- Co-led executive video production for C-suite.
- Mentored junior staff.

### EDUCATION & HONORS

BFA in Advertising, Fashion Institute of Technology – NYC

David Lawrence Community Service Award Recipient

### MILITARY & COMMUNITY

U.S. Coast Guard Reserve – Petty Officer 3rd Class

Founder, Clays Against Cancer Annual Fundraiser

Volunteer, Student Desk Building – Kaiser Community Health

### Clients Served

Baltimore Healthcare Access, Barclays Bank U.S., Burke & Herbert Bank, Cal Ripken Senior Foundation, DAP, Don Robert Tequila, Gilgal Wineries, Greater Baltimore Medical Center, Hertz, Integra Health Management, Intel, Live Baltimore, Marinalife, Martek BioSciences, Maryland Lottery, MCI Worldcom, MileOne Automotive, Nasa Federal Credit Union, New Horizons Computer Learning Centers, Remedi SeniorCare, Securityplus Federal Credit Union, Susan G. Komen Maryland, The History Channel, Time Warner Cable, U.S. Airways, United Way of Central Maryland, Urbanite Magazine, Wall Street Institute