



VCU Brandcenter Friday Forum

Oct. 14th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Jayanta Jenkins

Global Group Creative Director / Twitter



Jayanta Jenkins is Twitter's global group creative director, the company's highest creative role. Mr. Jenkins most recently served as global creative director of advertising at Apple/Beats by Dre. Throughout his advertising career he has steered celebrated work for Nike, Gatorade and Powerade, among others. Currently Mr. Jenkins oversees Twitter's in-house creative team, reporting to VP-Global Brand Strategy Joel Lunenfeld.

Mr. Jenkins made the move from agency to client side when he joined Beats in July of last year. He began his career as an art director at the Martin Agency before going on to senior roles at Wieden & Kennedy and TBWA/Chiat/Day.

Mr. Jenkins' oeuvre is defined by culturally charged hits such as Gatorade's humorous "Sweat It to Get It," starring Peyton Manning and Cam Newton, and "Win From Within." He also worked on Nike's hilarious sitcom-style "The LeBrons"; the "Chamber of Fear" campaign that gave birth to early viral sensation "Afro Ninja"; "Love Me or Hate Me," which played on the idea that Kobe Bryant had never earned full acceptance by b-ball fans; and Nike's Michael Jordan farewell "Goodbye, Mars," which also paved the way for the new Jordan Brand.

He also helped to lead TBWA/Chiat/Day L.A.'s entertaining content series for Pacific Standard Time, which paired modern-day creative celebrities with more established ones. Most recently at Beats, he oversaw the brand's films starring Serena Williams, Draymond Green, and Cam Newton.

Jayanta's newest initiative is Saturday Morning, a coalition he co-founded aimed at promoting peace and societal change around racial inequality.