

BEN FARZANEH

Senior Brand & Creative Marketing Leader | Brand Storytelling · Integrated Campaigns · Content & Video · Consumer Engagement

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EXECUTIVE SUMMARY

Senior brand and creative marketing leader with 20+ years building brands and turning business objectives into consumer-facing campaigns across digital, broadcast, print and experiential channels. Contracts in as an embedded creative lead: built a brand from the ground up — positioning, identity, digital product and launch campaigns — and delivered the creative that unified three acquired companies into one national brand. Staffed and led his own contract creative team, scaled from 5 to 25+ specialists, and partnered with external agencies on national television commercials, corporate events and executive initiatives. Brings a deep content and video production background, full ownership of client-facing brand work as an independent practice, and an international, multicultural perspective spanning the United States and Europe.

SELECTED HIGHLIGHTS

- Brand builder: led positioning, identity and launch creative for a consumer brand built from zero, and delivered the creative that merged three acquired companies into one distinctive national brand.
- Campaign delivery: creative across integrated campaigns spanning advertising, digital, content and corporate events, working alongside third-party agencies on national television commercials.
- Content and video native: years of hands-on broadcast, video, motion graphics and photography experience — storytelling built for screens, not just layouts.
- Owner-operator: staffed and led his own contract creative team, scaled from 5 to 25+ specialists, with accountability for deliverables, timelines, budgets and vendor negotiation.

CORE COMPETENCIES

Brand Strategy · Brand Positioning · Brand Storytelling · Lifestyle & Consumer Branding · Brand Guidelines & Governance
Integrated Marketing · Campaign Development · Advertising · Marketing Communications · Consumer Engagement · Experiential & Event Creative
Content Marketing · Video Advertising · Commercial & Broadcast Production · Digital Video · Photography · Motion Graphics
Creative Direction · Creative Team Leadership · Agency Collaboration · Vendor Management · Creative Operations · Budget Oversight · Digital Marketing · UI/UX & Digital Experience · Multicultural Audience Communication · Packaging

PROFESSIONAL EXPERIENCE

Leotiz — Independent Creative Practice

Founder-led

Founder / Creative Director — contract | *client engagements below*

- Run an independent creative practice, contracting directly with brands and their creative leadership on brand strategy, identity systems, campaign creative and digital experiences.
- Staff and lead my own contract creative teams — recruiting, directing and holding quality standards across multidisciplinary specialists.
- Direct through-the-line advertising, multimedia, packaging, identity systems, website strategy, web design and user interface design.
- Deliver brand development for clients including Tosi Health, GUARDaHEART and BG Products, owning client relationships, scoping and business development.

Client engagement — mellohome, a loanDepot company | Contract Creative Lead / Art Director | 2017-2020

- Contracted to lead creative strategy for the ground-up build of mellohome, launched January 2017 — brand positioning, visual identity and the full brand system from concept through market launch.
- Directed the consumer and agent digital experience — website UI/UX, agent CRM and mobile application — connecting content, messaging, design and usability into one coherent journey.
- Developed creative for supporting advertising and marketing campaigns, holding brand consistency across every digital and marketing touchpoint.

- Led senior producers and designers against company-wide creative objectives, translating corporate goals into clear creative strategies and evaluating copy, content and messaging against execution.

Client engagement — loanDepot | Contract Art Director | 2015–2020

- Engaged as a contract art director working under the company's Art Director, delivering creative across strategic marketing, advertising, integrated campaigns and corporate initiatives.
- Built and led my own contract creative team, scaling it from 5 to 25+ specialists, with the operations, workflow and quality standards to meet company-wide demand.
- Delivered creative for the brand transition of three acquisitions — Mortgage Master, iMortgage and loanDepot Wholesale — into one distinctive loanDepot brand.
- Collaborated with third-party creative agencies on national television commercials, corporate events and CEO-level initiatives.
- Supported executives, stakeholders and project management teams on campaigns including work involving Aflac, Capital One, Staples and Offerpad; held accountability for deliverables, timelines and budgets, and negotiated production and pricing with vendors.

SweetSpot

Sr. Art Director / UI Designer

- Managed a team of graphic designers and supervised project workflows from concept through final execution.
- Directed UI and digital design while holding brand and creative quality standards under compressed deadlines.

American Business Card / Biz Card

2011 – 2013

Market Sales Manager / Web Developer / Advertising

- Led marketing, advertising and web development initiatives while managing client relationships and sales support, delivering websites, advertising creative and print production.

EARLIER MEDIA, BROADCAST & CONTENT EXPERIENCE

NBC Media • PEN TV • Fox Türkiye • Zero TV • Live TV (Persian Network) • M2 TV / Channel 18

2008 – 2011

Control Room Director • Editor • Animator • Photographer • TV Host

- Directed live television from the control room — four live shows at PEN TV — and edited, animated and produced broadcast content for NBC Media, Fox Türkiye and Zero TV across motion graphics, photography, videography and post-production.
- Hosted on-camera television programming — “HISS and Parazit” (Live TV / Persian Network) and “Club Rat” (M2 TV / Channel 18) — and built the accompanying web presence.
- Contributed creative and production work on projects for brands including Honda, Toyota and McLaren.

EDUCATION

Chapman University — Bachelor's Degree, Creative Content (undergraduate)

2012

AWARDS & AFFILIATIONS

Golden Cinematix Award — Nominated and Awarded (2015) | Awarded by the Naturalistic Group of Photography (2010) | Member, U.S. Photographers Institution | Annual Volunteer Photographer, Mehregan Charity

TECHNICAL & CREATIVE TOOLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere Pro | Adobe Acrobat | Cinema 4D | Blender | ZBrush | Final Cut Pro | WordPress | HTML5 / CSS / JavaScript | Microsoft Office | Apple iWork

LANGUAGES & INTERNATIONAL PERSPECTIVE

English | Farsi / Persian

Professionally experienced across the United States and Europe, with international broadcast and media work — bringing a multicultural perspective to consumer branding, audience communication and campaign creative.