

JONATHAN FINERTY

Creative Director | Content, Brand & Production Leadership

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[LinkedIn](#)

Creative director and content leader with 20+ years of experience building brands, teams, and production systems. Specializes in turning complex business challenges into clear messaging, scalable content, and creative work that drives measurable business outcomes.

AREAS OF EXPERTISE

Creative Direction & Brand Strategy | Content & Messaging Systems | In-House Production Leadership | Video & Audio Campaigns | Performance-Driven Content (SEO, Email, Social)

WORK EXPERIENCE

Minitab 01/23 – present

Manager, Content Marketing

- Led content strategy and execution across campaigns, promotions, and core brand initiatives
- Developed messaging frameworks supporting lead generation and brand awareness across multiple channels
- Planned and aligned content to key stages of the customer buying journey in partnership with marketing and sales teams
- Produced and directed customer and employee video testimonials, handling planning, filming, and editing in-house

Movéo 06/19 – 12/22

Associate Creative Director

- Led creative development across integrated, multi-channel campaigns for healthcare and B2B
- Collaborated closely with strategy and UX teams to align creative with business objectives
- Played a hands-on role in video production from concept through final delivery
- Managed and mentored junior creatives, providing direction, feedback, and growth opportunities
- Supported high-visibility client work for Amita Health, Prisma Health, Keck Medicine of USC, Molex, Mitutoyo, and Provisur

Centric Digital (contract position) 10/18 – 06/19

Creative Consultant

- Led copy and content strategy for Humana Specialty Pharmacy digital experiences
- Created patient-focused content across web, video, and infographics
- Applied SEO and analytics insights to improve clarity and performance

Newark 03/15 – 04/18

Creative Manager

- Led content development supporting marketing, ecommerce, and internal communications
- Worked closely with UX and product teams to optimize mobile and ecommerce experiences
- Created scalable content including product videos, digital ads, and social assets
- Partnered with manufacturing and vendor teams to support coordinated campaign efforts

Bswift 03/13 – 07/14

Creative Director

- Established and led an in-house production department, reducing reliance on external agencies
- Managed and developed a multidisciplinary creative team across content, video, and production
- Created explainer videos and educational content for healthcare and benefits platforms
- Collaborated with UX and product teams on decision-support applications and user-facing tools

lcrossing 02/12 – 02/13

Associate Creative Director

- Led creative development across web, print, video, and audio initiatives for multiple clients
- Managed and directed a team of writers and designers across concurrent projects
- Developed copy and creative concepts for a range of digital and traditional media

Rewards Network 01/11 – 01/12

Senior Copywriter

- Developed creative concepts and copy for restaurant owners and dining audiences
- Created motion-graphic explainer videos for product and service offerings
- Built personalized microsites tailored to individual restaurant owners

Whittmanhart 08/07 – 08/09

Senior Copywriter

- Developed award-winning digital experiences for Harley-Davidson, SC Johnson, and Sears
- Created integrated campaigns spanning digital, social, and emerging online platforms

RPM Advertising 04/05 – 04/06

Senior Copywriter

- Developed copy for integrated advertising campaigns across print, broadcast, and OOH
- Contributed to client work for regional and national brands like Horseshoe Casino and White Hen

EDUCATION

Indiana University, Bloomington, IN

B.A. Journalism

Minor in English