

/// JASON CAPPIELLO

Epitome

Creative and strategic executive specializing in high-impact content strategy, integrated production, and emerging technology enablement. Known for merging storytelling, design, and innovation to elevate brand experiences across digital, experiential, and broadcast channels. Leads cross-functional teams, modernizes production workflows, and delivers premium content that strengthens brand identity and drives measurable engagement.

Expertise

Content Strategy • Integrated Production • Creative Leadership • AI-Driven Workflows • Multi-Channel Campaigns • Emerging Technology • UX/UI & Motion • Brand Systems • Vendor & Budget Management • Cross-Functional Collaboration

Experience

Chief Strategy Officer — *MasterWerks (2023–Present)*

- Lead strategic vision, creative evolution, and AI-production systems across the agency. Shape brand platforms and multi-channel engagement strategies for large-scale clients.

Executive Director, Content Strategy & Production — *MasterWerks (2020–2023)*

- Directed creative development and cross-media production. Built content systems, improved workflow efficiency, and ensured alignment between strategy, storytelling, and brand impact.

Executive Integrated Producer — *Cisco (2019–2020)*

- Managed full-cycle production for 30+ high-profile campaigns annually, delivering consistent brand voice, operational efficiency, and elevated customer experience.

Executive Integrated Producer — *SoFi / Eleven / Teak / Swirl (2015–2019)*

- Oversaw multimillion-dollar productions across digital, broadcast, and experiential. Improved cost efficiency by 20% while serving as key client-facing partner.

Director of Integrated Production — *Elkins Advertising (2012–2015)*

- Increased on-budget content delivery by 75% and produced broadcast, digital, and interactive content for diverse client portfolios.

Senior Creative Project Manager — *Goodby Silverstein & Partners / Elkins (2007–2012)*

- Delivered 12+ major integrated campaigns, developed brand guidelines, and recognized as one of the agency's Top 25 employees.

Education

B.A., University of Arizona
Audio Engineering, Moviola
Film Direction, New York Film Academy