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JASON SHOFFMAN

CREATIVE DIRECTION

CURRICULUM VITAE

EMPLOYMENT

SEP 2024
- PRESENT

BALLER LEAGUE GLOBAL CREATIVE DIRECTOR

Brought in as first UK hire to shape creative vision and direction. Quickly promoted to global role within 8 months.

Overseeing the global creative vision for Baller League. Leading the charge, alongside the team, in shaping a bold, unified brand that matches the energy of a new era of football.

Expanding the league's global footprint, while driving consistency in messaging and visuals across all touch-points to ensure the brand doesn't just grow, but hits hard.

From strategy to execution, I laid the creative foundation to help the league take over the small-sided game. Rewriting the playbook on how modern football is seen, played, and experienced.

Driving billions of views towards a newly formed product and winning pitches, resulting in revenue in the millions.

FEB 2015
- SEP 2024

FREELANCE CREATIVE + DESIGN DIRECTION

Providing creative/design/art direction and craft for various agencies. Contracted to research, concept and provide ideas and solutions for a multitude of campaigns. Working at full service, integrated agencies / client side / startups.

JAN 2023
- JUL 2024

WE ARE SOCIAL DESIGN DIRECTOR

Pivotal role within the agency to shape the creative output, while cultivating key client partnerships.

Helping to run the design department, leading and managing a team of 25 designers across sports clients and Amazon Music.

Set up, onboarded and continual central oversight of Amazon Music social channels, across 5 markets.

Part of departmental leads to run and win multiple pitches in 2023 and 2024. Most notably Amazon Music and Lucozade.

Involved in 7 agency award-winning projects for adidas.

Proactively worked on a McCain activation, which was a shortlisted finalist for the Look Ahead Contagious awards.

FEB 2020
- JAN 2023

UNILED SOLUTIONS CONSULTANT CREATIVE DIRECTOR

Coordinated everything creative at UniLED Solutions. From the brand itself to pitches, reports, proposals, brochures, advertising, campaigns, motion graphics to client content.

Providing management and support to the creative team and nurturing them to improve creative output.

APR 2014
- JAN 2015

FCB INFERNO ART DIRECTOR

Providing art direction and design solutions for blue chip clients across all things digital, above the line, and everything in between. Notable work included the digital production on This Girl Can.

EDUCATION

2003
- 2006

UNIVERSITY OF LEEDS, LEEDS GRAPHIC DESIGN - B.A. (HONS.)

2:1

2001
- 2003

QE BOYS SCHOOL, BARNET A LEVELS / GCSE'S

3 A Levels / 9 GCSE's

IMPACT & EFFECTIVENESS

Instrumental in launching Baller League in the UK & US - building a brand new football format that has generated 1.1Bn organic short form views and 1.5 million social followers, since March 2025.

Led the pitch process, shaping concepts and narratives for partnership decks across territories, helping secure brands including Nike, O2, Pepsi, Grenade, Foot Locker and Cupra. Contributing to circa £20m in revenue.

Wrote, storyboarded, directed and oversaw edits for all major promotional content, from launch trailers to key comms pieces, delivering multi million view campaigns across platforms.

Helped lead a 25-person creative department at WAS, nurturing and mentoring talent, while successfully overseeing marquee campaigns. Leading to 7 award-winning campaigns for adidas.

Implemented and onboarded 5 markets to a central creative process for Amazon Music socials. Led the brand guardianship and oversight for creative consistency, seeing brand recognition rise to 29%.

Orchestrated the social visual playbooks for a number of key clients such as Sky, IOC, Amazon Music, +44 and DAZN, ensuring brand consistency and increased social interaction.

Proactively worked on creative and design awards entries. Elevating WAS's craft profile and cultivating client partnerships to ascertain budget to bring ideas to life.

Managed the end-to-end creative process of new clients, from pitch to implementation. Winning the business over £8m in revenue for 2023/24.

SOFTWARE KNOWLEDGE

Photoshop	WordPress
Illustrator	Keynote
InDesign	MS Office Suite
After Effects	Google Workspace
Premiere Pro	Frame
Lightroom	Various AI platforms

RECOGNITION

- 2024** The Drum Awards: Gold in Community Management
- 2024** IDA Awards: Gold in Multimedia/Social Media Campaign
- 2024** New York Digital Awards: Gold in Strategy & Marketing - Social Campaign
- 2024** Collision Award: Silver Winner in Marketing & Communications Craft-Typography
- 2023** Brand Film Award: Best Campaign
- 2023** Shorty Award: Silver Honor in Short Form Video
- 2023** Shorty Award: Bronze Honor in Environment & Sustainability
- 2022** People's Lovie Winner in Social: Best Influencer Endorsement
- 2022** Bronze Lovie: Best Influencer Endorsement
- 2017** Clio Sports Silver Winner
- 2015** Circle Awards Outdoor Best Poster Campaign - Campaign Silver

LINKEDIN

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REFEREES

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