

JAY COURTNEY CREATIVE

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EXPERIENCE

SANTANDER BANK US – Boston, MA (2018–2022)

Creative Director, Internal Agency

Managed a team of writers, designers, project managers and production managers. Responsible for overall strategic and creative excellence of work produced including: digital, merchandising, advertising, direct mail, email, social and video. Led the shift from a traditional print-based, merchandise-heavy marketing approach to an agile, digital-first model. Worked closely with the following Lines of Business:

- **Santander Investment Services** – Partnering with Senior Financial Advisors, led creative marketing efforts to increase investment deposits from new and existing clients to record levels. Named, branded and promoted Santander *PathFinder*, the Bank’s robo-advisor service.
- **Retail Deposits** – Oversaw creative work aimed at acquiring new checking and savings customers, and increasing balances in existing accounts. Helped drive deposit growth 8% YoY in 2021. Led effort to brand and launch Santander Private Client, the Bank’s new offering to high net worth clients.
- **Consumer and Commercial Lending** – Led the creation of B2C and B2B work aimed at driving mortgage and HELOC originations, and new credit card accounts. Named, branded and marketed *EZApply*, Santander’s online application tool.
- **Digital** – Leading internal teams and external agencies, helped optimize product pages on santanderbank.com, as well as promotional landing pages. Led the creation of marketing campaigns that drove digital engagement to over 4 million customers in the US.
- **Brand** – Working closely with Santander Group (Spain), developed and implemented brand guidelines for Santander US that aligned with Global Brand Standards. Helped Santander US become the most profitable country within Santander Group in 2021.

CONOVER TUTTLE PACE – Boston, MA (2008–2017)

VP, Creative Director

Accounts: Boston Red Sox, New Balance, Eastern Bank, PeoplesBank, Breeders’ Cup, Save the Children

MULLEN – Wenham, MA (2004–2008)

Associate Creative Director

Accounts: HSBC, GM, Lending Tree, TripAdvisor, Scotts Lawn Care

CONNELLY PARTNERS – Boston, MA (2002–May 2004)

Associate Creative Director

Accounts: Eastern Bank, Massachusetts Office of Travel and Tourism, Dunham, Shaw’s, Stonyfield

CGN – Boston, MA (2000–2002)

Associate Creative Director

Accounts: Eastern Bank, Massachusetts Office of Travel and Tourism, Cognos, Chevy Chase Bank

WALLWORK CURRY – Boston, MA (1996–2000)

VP, Senior Copywriter

Accounts: Steinway & Sons, BJ’s Wholesale Club, Lahey Clinic, Century Bank, Sun Life Financial

AWARDS

Emmy • Clio • Hatch • Communication Arts • Luhzer’s Archive • NY Art Directors Annual • NEDMA • ECHO

EDUCATION

Marquette University • Milwaukee, Wisconsin
Bachelor of Arts, Journalism

“To me, writing is problem solving. Sometimes problems can be solved with humor, sometimes with emotion, sometimes with logic. Luckily, all problems can be solved with words I know.”