

JILL GERSHMAN

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360° MARKETING CREATIVE & ENTERTAINMENT EXECUTIVE PROVEN INNOVATOR + TEAM MOBILIZER + CONTENT CREATOR

EXECUTIVE SYNOPSIS

Award-winning creative marketing and brand executive with 25+ years shaping the voice, positioning, and impact of broadcast, cable, streaming, and digital platforms. Known for pairing bold creative strategy with commercial discipline—launching, scaling, and evolving iconic franchises across series, specials, live events, and sports to deliver campaigns that drive audience growth, cultural relevance, and business results. A decisive, trusted leader who builds high-performing teams and leads multi-million-dollar campaigns at the intersection of brand, storytelling, and business.

SELECT AWARDS

CLIO • GOLDEN TRAILER • PROMAX •
GEMA • SOCIETY OF ILLUSTRATORS • CYNOPSIS BEST OF THE BEST

PROFESSIONAL HISTORY & IMPACT

TRAILER PARK | Hollywood, CA | 2024 - 2026

Senior Vice-President, Creative Director, AV

Directed and led the development of creative campaigns for broadcast, cable, and streaming, delivering innovative concepts and engaging content across multiple platforms. Rebuilt and managed a high-performing team of writers, producers, editors, musicians, and designers, producing trailers, promos, sizzle reels, digital/social content, and graphics. Built strong client relationships to expand business opportunities and drive growth.

BUDDHA JONES | Hollywood, CA | 2023 - 2024

Creative Lead, Network Branding and Marketing

Developed innovative and impactful creative, as well as 360° brand and marketing concepts and campaigns, for broadcast, cable, and streaming platforms. Provided leadership and direction to a team of writers, producers, editors, musicians, and designers responsible for creating various marketing tactics, including trailers, sizzle reels, promos, digital and social media content, and graphics. Cultivated and maintained strong client relationships to drive business growth and build new opportunities.

ABC ENTERTAINMENT | Burbank, CA | 2005 - 2022

Senior Vice-President, Entertainment Marketing Creative (2017 - 2022)

Vice-President Alternative and Comedy Series, Entertainment Marketing (2007 - 2017)

Vice-President Alternative Series, Specials and Late Night, On-Air Promotion (2005 - 2007)

Evolved through increasingly responsible roles as a creative executive charged with leading, directing, and managing 360° marketing—creative, branding, shoot production, and craft editing—for 100+ series, specials, and pilots annually, spanning comedies, dramas, reality series, specials, and live event programming. Guided, built, and developed a team of over 120 internal personnel and external agencies responsible for delivering innovative concepts, campaigns, and creative content across multiple platforms and business units including on-air, off-air, digital, affiliate, studio, synergy, and sales. Fostered relationships with outside agencies, internal executives, series producers, and talent. Monitored and controlled multi-million-dollar project budgets.

- Led creation for, and ensured brand integrity across, over 25,000 assets produced annually for 100+ series as well as 30+ presentations and sales tapes per annum.
- Managed, aligned, and mentored 120 people across multiple teams: AV, Design, Digital, Shoot Production & Editing.
- Spearheaded the successful launch and creation of the ABC Funny comedy brand and ABC's Summer Fun and Games along with building *The Bachelor* franchise and brand.
- **Notable series and specials:** *The Bachelor, Dancing with the Stars, Shark Tank, American Idol, The Conners, The Oscars, The ESPYs, blackish, Abbott Elementary, The Wonder Years, Grey's Anatomy, The Good Doctor, Jimmy Kimmel Live, CMA Awards, NFL Draft and Modern Family.*
- **Select formats:** promos, digital content, key art, motion graphics, trailers, sizzle reels, radio, sales integrations, and experiential.

INDEPENDENT PRODUCER / CONSULTANT | Los Angeles, CA | 2003 - 2005

Produced and provided creative direction for reality series, show segments, promos, graphic packaging and presentation tapes. Television credits included Broadcast Producer, *Extreme Makeover*; Supervising Producer, *Life After Extreme Makeover*; and Film Producer, *ABC's 50th Anniversary*.

- Produced 10+ special editions of ABC's hit series *Extreme Makeover*.
- Consulted with executive producers on the development and creation of the first *Life After Extreme Makeover* special. Supervised all clip packages, in-studio segments and delivery of the final show.
- Directed 10+ film packages for ABC's 50th Anniversary special.
- Recruited to generate ideas and spearhead the development and execution of ABC's new network look and packaging.

ABC ENTERTAINMENT | Hollywood, CA | 1997 - 2003

Vice-President/Creative Director, *On-Air Promotion (1999 - 2003)*

Executive Director, *TGIF/ Branding Factory, On-Air Promotion (1997 - 1999)*

Strategically planned, coordinated and managed all aspects of on-air promotion for over 25 original comedies, reality series and specials each television season. Built and led a team of 15+ creative, production, and support personnel charged with delivering over 4,000 promo elements each year including launch campaigns, topical promos, image spots, off-air presentations, synergy efforts, marketing tie-ins, original shoots, interstitial programming, and network packaging. Managed multi-million-dollar project budgets.

- Developed and directed the successful launch strategies and on-air campaigns for the hit series *Who Wants to Be a Millionaire*, *The Bachelor*, *The Bachelorette*, *My Wife & Kids*, *According to Jim* and *8 Simple Rules*.
- Instrumental in the evolution and growth of ABC's "TV is Good" image campaign including the creation of ABC's black, white and yellow packaging and identity.
- Initiated and restructured ABC's prime time packaging format and flow.
- Repackaged, repositioned and re-launched ABC's prime time program block TGIF.
- Developed and delivered over 8 minutes of original interstitial content each week for TGIF.

PRIOR EXPERIENCE

FREELANCE | CONSULTANT / WRITER-PRODUCER | New York, NY

Conceived and developed brand strategies, network pitches, launch campaigns and concepts for outside agencies and television networks. Wrote, produced and directed sales and presentation tapes. Conceptualized and wrote MSNBC's Brand Bible in conjunction with Lee Hunt Associates. Created and produced sales presentation for the Lifetime Movie Network that resulted in successfully selling the concept to internal executives, advertisers and cable affiliates.

LIFETIME TELEVISION | New York, NY

Creative Director, *Creative Services*

Writer/Producer, *Creative Services*

Production Assistant, *On-Air Promotion*

Promo Scheduling Assistant, *On-Air Promotion*

Conceived, defined and implemented the overall philosophy and brand strategy for The Place (experimental program block for young women 18-34) including all on and off-air marketing efforts. Created, wrote, produced and directed pilot series entitled *The Dish*. Instrumental in the development and execution of Lifetime's "Television for Women" positioning and promotion. Co-wrote and produced Lifetime's first award-winning Breast Cancer campaign.

EDUCATION

HOFSTRA UNIVERSITY | Bachelor of Arts (B.A.) in Television and Film | Hempstead, NY

Minor in Political Science, concentration in Marketing

SELECT THOUGHT LEADERSHIP & SPEAKING ENGAGEMENTS

ABC | Mentor | 2014 - 2022

USC - MARSHALL SCHOOL OF BUSINESS AND SCHOOL OF CINEMATIC ARTS | Los Angeles, CA | 2017 - Present

- **Speaker** | John H Mitchell Business of Cinematic Arts Program, "Integrating Business and Creative in Television"

HOFSTRA UNIVERSITY- LAWRENCE HERBERT SCHOOL OF COMMUNICATIONS | Hempstead, NY

- **Speaker** | "Hofstra in LA" program | 2017 - Present
- **Board Member** | Herbert School of Communications Alumni Association Board Member | 2018 - Present