

JAIME GROTH SEARLE

Digital Creative & Strategy

PERSONAL PROFILE

Possesses a unique ability to unlock ideas for an omnichannel world, bridging gaps between creative concept and media buy, idea and execution, e- and brick-and-mortar commerce.

AREAS OF EXPERTISE

- Deep CPG industry knowledge
- Shopper Marketing
- Digital and Social Media marketing
- Content Strategy, Concepting, Copywriting
- Creative Direction

EDUCATION

Columbia College Chicago
BA, Marketing Communication, 2004

AWARDS

2007: Tempo Award, Sprint Lil Dude direct mailer
2008: Gold Reggie, Kmart Style Showoff promo
2013: Local ADDY, "Will + George Come to Life"

CONTACT

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CAREER HISTORY

Associate Creative Director

IN Connected Marketing, Chicago, IL 2018 - 2020

Over the first six months, I helped grow our account by 50%.

- Worked to bridge gap between traditional and shopper agencies
- Unlocked additional revenue by illustrating how social and digital programs drive conversion
- Collaborated closely with planners, client leads to understand goals, and execute against them
- Managed a team of creatives, enhancing their skills (presentation, strategy, business acumen, design and writing craft)

Associate Creative Director

Mirum Shopper (formerly Lunchbox), Chicago, IL 2014 - 2018

Won 10+ new business pitches over 3.5 year tenure as ACD, as well as growing organic business.

- Developed a good relationship with clients and internal stakeholders among sister agencies, keeping the peace while winning business
- Closely collaborated with both client and agency partners on planning initiatives and program execution, measuring results and making recommendations for future plans
- Completed 1,000+ brand activation programs per year, within digital media, pressing teams to go past expected benchmarks like impressions, generating double-digit results
- Prepared and planned forecasting meetings to uncover cross-marketing opps that would increase sales
- Managed a team of creatives, enhancing their skills (presentation, strategy, business acumen, design and writing craft)

Various Copywriting Positions

Chicago, IL 2004 - 2013

- CBD Marketing, Senior Copywriter, 2013-2014
- Arc Worldwide, Senior Copywriter, 2012-2013
- FCB, Copywriter, 2007 - 2012
- Maddock Douglas, Copywriter, 2006-2007
- Havas, Junior Copywriter, 2005-2006
- Freelance Copywriter, 2004-2005