

# Jaime Groth Searle

Greater Chicago Area

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## Summary

I have spent my early career in creative advertising and marketing positions and have brought those skills to bear organizing and establishing The Southwest Collective. Currently, I am open to consultative marketing roles, based on my 20 years of advertising agency experience, or my 5 years of community organization and nonprofit operations expertise.

## Experience



### **Founder, Communication Specialist and Interim Executive Director**

The Southwest Collective

Mar 2019 - Present (5 years 3 months)

I created and designed SWC to fill a need on the southwest side of Chicago. Our mission is to build up community among neighborhoods siloed by redlining, racism and other invisible boundaries.

In just 4 short years, I have written, won and executed three large state government grants, focused on providing pandemic recovery for small, Latine owned businesses and advancing health equity on the southwest side:

- \* Chicago Department of Public Health: Healthy Chicago Equity Zone representative for Garfield Ridge, and advocating at City and State levels for increased access to food for low-income families
- \* Illinois Latino Small Business Partnership: Providing 30% of total outreach across Illinois our Chicagoland region, to ensure Latine-owned businesses have equitable access to technical assistance
- \* Our Roots Chicago: Improving the tree canopy on the southwest side of Chicago by planting 716 trees in 2023, via our community outreach
- \* Employing 8 local residents to implement programming weekly, and tailoring our response work to meet their career aspirations

We are also providing regular support to migrant families via a unique mental health program that meets weekly, Circulo de Sanación Comunitaria, funded in part by Healing Illinois and Field Foundation.



### **Adjunct Instructor**

Columbia College Chicago

Aug 2016 - Jan 2022 (5 years 6 months)

Over the years, I have occasionally (on a semester-by-semester basis) served as an adjunct instructor at my alma mater, teaching Concepting 1 as well as Social Media Foundations and Digital Strategies. Proud to say that I have earned a decent score on Rate My Professor, which is no easy feat.

My coursework included:

- \* Case studies from my own experience and portfolio, to demonstrate "real world" experiences
- \* Lightning round brainstorming based upon branded content students saw in their own feeds

\* UX and UI primer, focused on communications both visual and verbal, to help students better understand how their content could be perceived, consumed and re-imagined



## **Associate Creative Director**

### **IN Marketing**

Aug 2018 - Feb 2020 (1 year 7 months)

Provided social media, SEO and UX/UI for digital campaigns under the JM Smucker portfolio of products.

- \* Guided creative ideation for an Effie finalist, Doggie Days of Summer
- \* Effectively and compassionately led a team of two copywriters and a junior art director

## **Associate Creative Director**

### **Wunderman Thompson (formerly Mirum Shopper) (formerly Lunchbox)**

Dec 2014 - Jul 2018 (3 years 8 months)

Here, it was all about digital shopper engagement - promotional sites and pages, social media strategy and blogger outreach/partnerships. Of particular interest to me was the potential to connect retail and digital, leading to stronger, more engaging creative work. A few examples of note include:

- \* Our holiday campaign for Energizer, Keep the Fun Going, earned 27% conversion via Shopkick receipt scans and moved 33,000+ units in Q4
- \* Our re-brand campaign for Sunbeam's heating pads, Feel the Ahh, drove 22K engagements, half of which clicked through to our site experience to learn more. A simultaneous Shopkick activation drove an additional 9K purchases.

## **Senior Copywriter**

### **Colman Brohan Davis**

Apr 2013 - Dec 2014 (1 year 9 months)

At CBD, I was more than just a copywriter. I was also its content queen.

- \* Handled content strategy for the agency—including social media, the agency blog, SEO and a dozen other things to help market the agency across the digital landscape
- \* Developed several workshops to help generate fresh content across the organization
- \* Strengthened agency/client relationships with key clients, guiding them through a rebranding and renaming initiative



## **Senior Copywriter**

### **Arc Worldwide**

Jun 2012 - Apr 2013 (11 months)

Went all-in with ideas for "big bet" programs at P&G for the Olay brand.

- \* Concepted 5 different takes for the launch of the Venus Mini in under 1 week
- \* Wrote original product efficacy claims for Olay's anti-aging line, such as "Start getting carded in 4 weeks" that made everyone do a double take

\* Earned a local ADDY for a guerilla stunt for "Will and George Come to Life," in order to boost ticket sales at Chicago Shakespeare Theater - bringing in the most first-time theater goers in the theater's entire history

## **Copywriter**

FCB Global

Jun 2007 - May 2012 (5 years)

Spent 5 years at Draft, survived the merger of Draft + FCB, and made a ton of great work for several clients.

\*Earned a Gold Reggie for the Kmart Style Showoff program

\* Demonstrated leadership abilities at the mid-level, and as a result, was chosen to participate in DraftFCB's Leadership Lab

## **Various Freelance Copywriting Positions**

Various

May 2004 - Jun 2005 (1 year 2 months)

Upon graduation from Columbia, I freelanced at Upshot, Zipatoni, and DDB before landing junior roles at Havas and Maddock Douglas.

## **Education**



### **Columbia College Chicago**

BA, Marketing Communication

2000 - 2004

I went to Columbia at night, and did any and all advertising jobs I could during the day. And now, all these years later, I've been asked to come back to teach. I love it.



### **Quinlan School of Business, Loyola University Chicago**

Young Nonprofit Leadership Series

2020 - 2020

I was accepted into this prestigious program in fall of 2020 to sharpen my skills in nonprofit leadership as I approached my first year as an Executive Director for the Southwest Collective.

## **Licenses & Certifications**



### **Social and Behavioral Research - CITI Program**

43471931

## **Skills**

Communication • Social Media • Non-profit Leadership • Community Outreach • Community Engagement • Community Organizing • Community Building • Non-profit Program Development • Social Media Marketing • Digital Marketing