

Jaime Groth Searle

Creative Director, Copywriter

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EXPERIENCE

The Southwest Collective, Chicago — Founder

MARCH 2019 - PRESENT

Built this community-based organization's brand, developed unique programming, and maintained a robust network of communication channels to unite traditionally siloed neighborhoods on Chicago's south side.

- Established, grew and maintained dedicated following across Facebook, Instagram, TikTok, X, YouTube, LinkedIn, Mailchimp, and a website
- Cultivated relationships with several local and national reporters through dozens of earned media placements, allowing SWC to expand its reach to traditional channels and wider audiences
- As a result of this dedication to brand maintenance, SWC has been awarded many multi-year grants, and is now ready to operate independently under the capable leadership of the team currently in place

GainShare Performance Marketing, Chicago — Creative Director

JANUARY 2022 - MAY 2022

Directed and guided creative across four different B2B accounts, providing the human element in SEO, SEM and paid media elements, while managing a rotating group of fellow freelance creatives.

- Built a website for Briggs, a generator manufacturer, that was versioned for different zones of the country, and responded to severe weather events, triggering targeted CRM emails, SEO and social media ads
- Developed a go to market strategy for the business development team, including a branded presentation template with related agency work samples by vertical

Mosaic, Chicago — Freelance Copywriter

JULY 2021 - FEBRUARY 2022

Depended upon for quick-turn shopper and digital creative for clients such as Diageo, Mission Tortillas and Chameleon Cold Brew.

- Developed an average of 5 creative concepts in under a week for 3 separate clients across 3 different verticals
- Worked remotely, and largely independently, with a creative team split between Canada and the US

SKILLS

Creative Direction

Copywriting

Project Management

Social Media Content Creation

Social Media Marketing

CX Strategy

UX/UI Strategy

Organic Reach

Earned Media

Paid Media

Performance Marketing

Google SEO + SEM

Concept Development

Shopper Marketing

College Instruction

Digital Strategy

Shopify Management

Canva Creative Development

CapCut video creation

Amazon Product Copywriting

AWARDS

Effie Award: FINALIST

ADDYS: LOCAL WINNER

Reggie Award: GOLD

Tempo Award: LOCAL WINNER

Columbia College, Chicago — Adjunct Instructor

SEPTEMBER 2016 - MAY 2021

Welcomed back to alma mater to teach copywriting, as well as Social Media Foundations and Digital Strategy:

- Provided case studies from personal experience and portfolio, to demonstrate “real world” experiences
- Led lightning-round brainstorming sessions based upon branded content students saw in their own feeds
- Created and shared a proprietary UX and UI primer, focused on both visual and verbal communications, to help students better understand how their content could be perceived, consumed, and re-imagined

IN Connected Marketing, Chicago — Assoc. Creative Director

AUGUST 2018 - FEBRUARY 2020

Managed and mentored a team of two early-career copywriters, and provided oversight for any and all display and digital communication for the J.M. Smucker brand at national retailers such as Walmart.

- Developed and guided conceptual development for everything from presentation decks to 15-second TikTok content
- Built a trusting relationship between creative and account teams with a collaborative approach
- Developed concept for Doggie Days of Summer, an Effie award finalist

Mirum, Chicago — Assoc. Creative Director

DECEMBER 2014 - JULY 2018

I led a team of 7 art directors and copywriters to create promotional websites and social media strategies for Unilever. Of particular interest to me was the potential to connect retail and digital, leading to stronger, more engaging communications.

- Led 5+ member, cross-functional team with clarity and empathy
- Built and maintained strong, trusting relationships with day-to-day clients, unlocking organic growth for the agency
- Directed teams that were split across NYC, Chicago and LA, comfortably establishing and leading a virtual ideation process daily.
- Worked tirelessly to stay on top of emerging social media platforms and trends, bringing them into customer experiences where applicable, to keep clients in front of their ever-fragmenting audiences

Agencies Served as a Copywriter

VARIOUS

Before transition into creative direction, served as copywriter at these agencies:

- DDB, Havas, Maddock Douglas, Foote Cone & Belding, Leo Burnett's Arc Worldwide, Colman Brohan Davis

EDUCATION

Columbia College, Chicago — *BA, Marketing Communication*

MAY 2004

ASSOCIATIONS

Vicinity Credit Union, Chicago — *Secretary, Board of Directors*

MAY 2021 - CURRENT

Edwards Elementary Local School Council, Chicago — *Parent Representative*

NOVEMBER 2022 - CURRENT