



JAIME GROTH SEARLE

CREATIVE WRITER/LEAD

ABOUT

I have 15 years of experience in digital and shopper marketing, and I am currently lending these sharpened skills to agencies and companies across Chicago on a consultative or freelance basis.

PROFESSIONAL SKILLS

Ideation & Collaboration
Creative Direction
SEO and Google Analytics
Social Media Content Planning
Shopper Marketing
UX/UI Strategy
Copywriting
Conceptual Brainstorming
Instruction/Mentorship

RECOGNITION

Finalist, YNPN NFP of the Year
2021
NBC Making a Difference Award,
2020
YWCA Empowerment
Collaborative, 2020
Young Nonprofit Leaders Series,
Baumhart Center, 2020
Chicago Addy, 2013
Gold Reggie, 2009
Tempo Award, 2007

CONTACT

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WORK EXPERIENCE

FOUNDER & EXECUTIVE DIRECTOR

The Southwest Collective | Mar 2019 - Current

- I created and built this innovative nonprofit in 2019. Since then, SWC has been able to effectively mobilize long neglected and needlessly siloed communities across the southwest side of Chicago.

ADJUNCT INSTRUCTOR

Columbia College | Ongoing

- As an instructor at my alma mater, I teach students the finer points of concepting and copywriting for a digital age, as well as how to properly articulate their ideas, solve problems on the fly and collaborate effectively within groups.

VARIOUS ADVERTISING & MARKETING POSITIONS

Various Agencies | May 2004 - Current

- Agency roster: Mirum (Wunderman Thompson), IN Connected Marketing, Arc Worldwide, FCB, Havas
- Client roster: Unilever, JM Smucker, Sprint, Kmart, Volkswagen, State Farm, Paris Presents, Sunbeam, Energizer, Mondelez
- Collaborate with client teams as well as internal creative and strategy teams to unlock bigger, better ideas that differentiate products in the marketplace
- Constantly develop digital acumen to keep up with an ever-fragmenting market, proposing and implementing fresh strategies to fuel organic growth
- Manage and develop young creatives, strategically delegating tasks that provide them an opportunity to gain visibility and experience

EDUCATION

BACHELOR OF ARTS, MARKETING COMMUNICATION

Columbia College Chicago | 2000 - 2004