

Jaime Groth Searle

Creative Communications & Marketing Strategy

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EXPERIENCE

The Southwest Collective — *Creative Director & Communications Specialist*

APRIL 2019 - PRESENT

The Southwest Collective is in its fourth year and has amassed a following of ~10K across Facebook, TikTok, Instagram & Twitter. Our robust social media presence drives attendance to our many in-person events; sparks conversation about important local issues; and attracts the attention of funders, elected officials, and traditional media outlets. Since the Collective is an organization that I established, I wore many additional hats such as operations, HR, finance – but my main priority is our comms strategy and brand development, which includes:

- Logo and branding development for The Southwest Collective
- Designing, mapping and build-out of swcollective.org
- Establishing our 4 social channels, and worked closely with board members and volunteers to generate content
- Handling daily operations, such as hiring, grant writing and reporting, and accounting oversight
- Leading monthly meetings with board of directors to track progress on annual vision and goals

IN Connected Marketing — *Associate Creative Director*

AUGUST 2018 - FEBRUARY 2020

Managed a team of 5 junior creative executives – Art Directors, Copywriters, Digital Designers – and built trust with a historically conservative client over time. This allowed us to propose new communications approaches, and improve the effectiveness of social media and sales teams through the introduction of new messaging.

Wunderman Thompson (Mirum) — *Associate Creative Director*

DECEMBER 2014 - JULY 2018

Tripled this startup's creative department (from 4 to 12 people), and brought in 6 pieces of business that went from project-based to retainer under my guidance. Leveraged my deep expertise in social media strategy, comms planning, and content calendar development to best serve clients in the beauty and food space, such as Unilever.

EDUCATION

Columbia College Chicago — *BA, Marketing Communication*

SEPTEMBER 2000 - MAY 2004

Graduated in 2004. Came back to teach in 2016. Subjects taught:

OBJECTIVE

Help a worthy organization or business define and realize success through highly strategic marketing communication.

ADDITIONAL EXPERIENCE

2013-4: CBD Marketing Senior Copywriter

2012-3: Arc Worldwide Senior Copywriter

2007-12: DraftFCB Copywriter

2004-6: Freelance Copywriter at various agencies – DDB, Zipatoni, Havas, Maddock Douglas

Copywriting 101, Concepting Basics, Social Media Strategies & Digital Foundations