

JAI ME GROTH SEARLE

Brand Strategist

About

Results-driven problem solver, strong leader and all-around team player. Entrepreneurial and resourceful. Excellent motivational skills and mentorship propel both people and projects forward.

Work Experience

Executive Director, The Southwest Collective

March 2019 - Current

- Created successful nonprofit fundraisers and programming, in a pandemic year, that sustained and grew this scrappy, self-made organization into a legitimate organization that competes for national funds alongside organizations like the YWCA
- Built a robust social audience across four platforms (Facebook, Instagram, Twitter, TikTok) and two languages (English and Spanish)
- Drew out disengaged residents in unexpected, fun (and very effective) ways
- The organization has been featured on WTTW Chicago Tonight, CBS-2 Chicago, Block Club and Univision

Associate Creative Director, IN Connected Marketing

August 2018 - March 2019

- Unlocked additional revenue by illustrating how social and digital programs drive conversion, helping to grow this account by 50% in my first year with the agency

Associate Creative Director, Mirum Agency

December 2014 - August 2018

- Won 10+ new business pitches over 3.5 year tenure as ACD, as well as growing organic business.
- More than half of these pitches were for challenger brands, such as Paris Presents, Dino Buddies and TruHarvest, as well as private label brands such as Equate. The rest of the time, my focus was on my main client, Unilever.
- Completed 1,000+ brand activation programs per year, within digital media, generating double-digit results for challenger brands in particular



CONTACT

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EDUCATION

BACHELOR OF ARTS

2000-2004
Columbia College Chicago



AWARDS

TEMPO AWARD

2007

REGGIE AWARD

2008

CHICAGO ADDY

2013