

# Julian Grimes

## Strategy + Design

grimesjulian.com . julian.grimes7@gmail.com . 423.255.9169

## Experience

### TBWA\Chiat\Day LA

#### Senior Strategist . 2022 - Present

- Crafted brand values and guiding behaviors to lead Jack in the Box creative development during fiscal year planning
- Conduct research to lead and support the strategic creative process
- Lead creative briefs, day-to-day strategic initiatives and discussions/reviews with clients
- Design qualitative stimulus to lead consumer research

*Clients: Strategy: Jack in the Box; DxD: DirecTV*

### The Martin Agency

#### Strategist . 2020 - 2022

- Managed tactical briefs and performance marketing for BMW
- Led strategy for BMW international client
- Partnered with social media team to craft social playbook and define role of organic social
- Built comms plan for the 2022 brand campaign for Virginia Tourism
- Charted tension map along the consumer journey for Terminix

*Clients: Strategy: Buffalo Wild Wings, Virginia Tourism, Terminix*

### Droga5

#### Jr. Brand Strategist . 2019 - 2020

- Participated in the company's first global new business pitch as a part of Accenture Interactive
- Conducted competitive audits and developed discussion guides
- Led expert, stakeholder and audience interviews, and observed focus groups for qualitative research

*Clients: Chase (Amazon), Under Armour, United Rentals, Sprint, Kimberly-Clark; Huggies, Facebook, The Africa Center*

### Lowe's Companies, Inc.

#### UX Designer . 2016 - 2017

- Developed design libraries, user flows and page layouts for Lowes.com and Lowesforpros.com
- Redesigned category pages for patio collections, paint, light bulbs, and lighting (included improved hierarchy, product education, and inspirational in-home designs)

### Spark Strategic Ideas

#### Art Director . 2015 - 2016

- Led the brand redesign for one of the country's largest land management companies
- Helped a cardboard manufacturer find their voice in the B2B landscape
- Designed new business proposals and participated in creative pitches

*Clients: Moe's Southwest Grill, HANES, Blaze Pizza, American Forest Management, HarperLove, Teupen USA*

### Charlotte Regional Business Alliance

#### Art Director . 2011 - 2015

- Led concept, design and production of digital and traditional communications materials
- Owned brand management and creative direction across all departments
- Managed interns and junior designers

### ASO Advertising

#### Design Lead . 2009 - 2011

- Served as creative team lead and project manager
- Creative featured in Southern Living Magazine and the NASCAR Hall of Fame annual yearbook

*Clients: Food Lion*

## Capabilities

Brand Strategy  
Creative Strategy  
Qualitative and Quantitative Research  
Tension Mapping/Consumer Journeys  
Art Direction  
Branding and Brand Development  
Digital Design and Development  
Project Management  
Video Creation and Editing  
Publishing and Editing

## Education

### VCU Brandcenter . 2017 - 2019

MS, Business – Brand Strategy

### UNC Charlotte . 2001 -2007

BS, Mechanical Engineering  
BA, Art – Graphic Design

## Leadership & Development

### American Advertising Federation – Charlotte Chapter Board Member

Creative Director & Diversity Chair . 2014 - 2016

### Tech Talent South –

#### Learn to code. Tech education.

JavaScript Application Development . Jan - Apr, 2016  
Intro to Website Design and Creation . Oct - Nov, 2015

### Skookum – Night Shift, Class 1 . Feb - May, 2015

*Skookum* is a digital strategy, design, and development agency. *Night Shift* is an intensive 14-week program. Teams build a real digital application from conception through launch for real clients.

### The Center for Intentional Leadership

Cross Functional Leadership Academy . 2014

### Community Building Initiative (CBI)

Leaders Under 40 (LU40), Class 4 . 2013

## About Me

**Sneaker Head:** After seven years of selling sneakers, I gained valuable experience in customer experience, consumer journeys and visual merchandising. And, a considerable collection of shoes!

**Soccer player turned Yogi:** Soccer was my life, but an abrupt pivot introduced me to yoga, ballroom dancing and a much more intentional and holistic life practice of health and wellness.

**Creative:** I've always loved to create. This passion led me to pursue formal education in design and opened my eyes to the world of branding and advertising.