

# JULIAN GRIMES

## Senior Strategist

julian.grimes7@gmail.com  
423.255.9169

I am a seasoned strategist and brand manager with a diverse background in design, art direction, and user and customer experience. My unique ability to blend creative vision with data-driven insights has consistently driven impactful results, enhancing brand recognition and boosting customer engagement. By leveraging design thinking and a human-centered approach, I ensure that campaigns and marketing initiatives are tailored to the unique needs and desires of clients and their consumers. My passion lies in diving deep into data to uncover actionable insights, refining brand architecture, and presenting clear, strategic guidelines that drive brand consistency and growth.

### Skills

Project Management  
Client Communication  
Cross-Functional Collaboration  
Strategic Frameworks  
Research & Data Analytics  
Content Strategy  
Experience Strategy  
Digital & Retail Marketing  
Product Development  
Brand Architecture  
Design Systems  
Visual Identity  
UX/UI Design

### Education

**Virginia Commonwealth University, Brandcenter** . 2019  
M.S. Business, Branding/Strategy

**University of North Carolina at Charlotte** . 2007  
B.A. Art - Graphic Design  
B.S. Mechanical Engineering

### Experience

#### Senior Experience Strategist

This Place, Los Angeles, CA

Dec 2023 - Present

**Client:** Google

I specialize in creating meaningful customer experiences through strategic consultancy and design. My work bridges Google retail and brand, delivering purpose-driven product strategy for Google Chromebooks that provides value through affordability, innovation, and user-centric design. This ensures a cohesive user experience and leverages Google's ecosystem to enhance productivity and convenience.

I develop messaging and content strategies to drive purchase consideration and challenge consumer perceptions. Collaborating with design partners, I create positive and frictionless experiences across touchpoints, increasing customer satisfaction, loyalty, and advocacy.

#### Achievements:

- Led biannual 3P retail refresh for Chromebook, increasing in-store engagement by 20%. Key partners include: Best Buy, Amazon, and Target.
- Developed benefit-led copy and design systems as way-finding for in-store and online purchase journeys.
- Collaborated with Product and Design teams to solidify brand architecture and implementation strategies in the launch of featured Google AI products and Gemini integration.

#### Senior Strategist

TBWA\Chiat\Day, Los Angeles, CA

May 2022 - Dec 2023

**Client:** Jack In The Box

- Directed the strategic planning and execution of Limited Time Offer (LTO) product cycles, including the development of TVC/OLV, paid social, digital assets, and social activations. Collaborated with internal teams and integrated agency partners to boost the market presence of the leading challenger brand in QSR.
- Established core brand foundations to define the JITB DNA for FY23 fiscal planning, reinforcing the Disruption platform to challenge industry standards and set a forward-thinking brand direction. This strategic framework became pivotal to JITB's approach, influencing brand values, behaviors, and truths.

**Client:** DirecTV (Design by Disruption)

- Led visual identity exploration focused on evaluating design systems and category influences to improve creative strategy and evolve DirecTV's brand and campaign presence without heavy reliance on celebrity IP. Identified core brand attributes that prioritize consumer experience and product performance.

#### Achievements:

- Designed and executed qualitative research for JITB, partnering with Cultural Insights clients and research consultants to uncover key insights that drive impactful product launches and provide fresh perspectives on brand challenges.
- Directed Jack In The Box's first new market expansion in over a decade into Salt Lake City and Louisville, KY, achieving record-breaking first-month sales. Salt Lake City stores surpassed previous new market records by 66%.
- Launched the "24 Days of Jackmas" holiday campaign, offering exclusive deals for rewards members. This promotion boosted same-store sales by 11% and set record-breaking December sales system-wide.

## Experience

### Strategic Planner

The Martin Agency, Richmond, VA

Nov 2020 - May 2022

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

- Led performance marketing and social planning initiatives for Buffalo Wild Wings. Informed decision-making by analyzing market trends and consumer insights to guide the development and launch of new product offerings in collaboration with Mtn Dew and Doritos.
- Owned creative strategy for BWW International clients, managing projects from brief to creative execution and delivery.
- Built a comprehensive communications plan for the 2022 Virginia Tourism brand campaign and authored creative tactical briefs for seasonal deliverables across paid social, OOH, digital, and video.
- Designed a customized consumer journey map for Terminix, utilizing Martin's Tension Mapping practice to identify consumer barriers and uncover opportunities to elevate consumer pain points and inform creative briefs.

### Junior Brand Strategist

Droga5, New York, NY

June 2019 - Nov 2020

**Clients:** Kimberly-Clark/Huggies, Sprint, Meta, The Africa Center, Chase, Under Armour, United Rentals

- Participated in the agency's first global new business pitch as a part of Accenture Interactive, winning the Kimberly-Clark/Huggies account.
- Provided strategic support in the development of brand architecture and brand positioning for Meta.
- Conducted competitive audits; developed discussion guides; led expert, stakeholder, and audience interviews; observed focus groups for qualitative research.

### UX Designer

Lowe's Companies, Inc., Mooresville, NC

Sept 2016 - Aug 2017

- Developed product architecture, user flows, libraries 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.

### Art Director

Spark Strategic Ideas, Charlotte, NC

Dec 2015 - Sept 2016

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

- Led the brand redesign for American Forest Management, one of the country's largest land management companies, and helped HarperLove, specialists in the cardboard industry, find their voice in the B2B landscape.
- Designed new business proposals and participated in creative pitches.
- Managed junior designers, freelance creatives and design interns.

### Art Director

Charlotte Regional Business Alliance, Charlotte, NC

Nov 2011 - Dec 2015

- Owned brand management, creative direction and execution across all departments.
- Maintained project deadlines, creative resource budgets and vendor partnerships.
- Managed junior designers, design interns and agency partners.

### Lead Brand Designer

Food Lion, LLC, Salisbury, NC

Aug 2009 - Nov 2011

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

## Leadership & Development

### Courageous Conversation Academy, 2020

Award-winning course for systemic racial equity transformation

### AAF - Charlotte Chapter Board Member

Creative Director & Diversity Chair, 2014 - 2016

### Tech Talent and Strategy

JavaScript Application Development, Jan - Apr, 2016

Intro to Web Design and Creation, Oct - Nov, 2015

### Skookum (now Method) - Night Shift, Feb - May, 2015

14-week intensive digital strategy, design and dev program

### The Center for Intentional Leadership

Cross Functional Leadership Academy, 2014

### Community Building Initiative (CBI Charlotte)

Leaders Under 40 (LU40), Class 4, 2013

## More About Me

### Not Just Selling Sneakers:

Early in my career, I donned the uniform of a sales associate at Foot Locker and its sister brands, Champs Sports and Footaction. This wasn't just a job; it was a masterclass in the art of brand differentiation and the nuances of human-brand interaction. Each day on the floor, I observed firsthand how a brand's story and identity could captivate and connect with customers. These invaluable insights became the bedrock of my strategic approach to brand management and development, shaping my journey from the sales floor to the boardroom.