

# Julian Grimes

## Strategy & Design

There is excitement in the unknown and I believe that creativity has the ability to connect the world.



### experience.

#### The Martin Agency

##### Associate Brand Strategist/ Brand Strategist . 2020 - 2022

Managed tactical briefs and performance marketing for BMW. Led strategy for BMW international client. Partnering with social media team to lead workshops in order to craft social playbook and definite 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; Creative: Martin in-house social*

#### Droga5

##### Brand Strategy Intern/ Jr. Brand Strategist . 2019 - 2020

Participated in the company's first global new business pitch as a part of Accenture Interactive. Collaborated in the development of brand positioning and brand guidelines. 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*

#### Venables Bell & Partners

##### Strategy Intern . 2018

Worked under the UX Team, Orange. Participated in product testing for 3M and the development of a new lobby experience for Marriott Hotels. Created an experiential campaign to combat the opioid crisis. Wrote Medium articles to spark conversations for new business.

*Clients: 3M, Marriott*

#### Lowe's Companies, Inc.

##### UX Designer . 2016 - 2017

Developed design libraries, user flows and page layouts for Lowes.com and Lowesforpros.com. Presented redesign of 32 patio collections, as well as paint, light bulbs, and lighting category pages. All redesigns 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 and helped a cardboard manufacturer find their voice in the B2B landscape. Designed new business proposals. Participated in creative pitches.

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

#### BooneOakley

##### Art Director & Brand Strategist, Freelance . 2013

Designed brand standards and developed strategic positioning for a new business proposal to one of the country's largest retail real estate management company. Branded a non-profit start-up and published university annual reports.

*Clients: Carolina Panthers, UNC-Chapel Hill, SITE Centers (formerly DDR Corp.)*

#### Charlotte Regional Business Alliance

##### Art Director . 2011 - 2015

#### Food Lion, LLC/Ahold Delhaize

##### Brand Designer . 2009 - 2011

### capabilities.

Brand Strategy  
Creative Briefs  
Consumer Journeys  
Innovation and Product Development  
Brand Architecture, Identity and Positioning  
Qualitative and Quantitative Research  
Project Management  
Video Creation and Editing  
Publishing and Editing  
Digital Design and Development

### extracurriculars.

#### 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

### education.

#### VCU Brandcenter . 2019

MS, Business - Brand Strategy

#### UNC Charlotte . 2007

BS, Mechanical Engineering  
BA, Art - Graphic Design

### just extra.

Seven years of selling sneakers taught me first-hand about consumer journeys, customer experience, and visual merchandising.

Soccer was my life but an abrupt pivot introduced me to yoga and ballroom dancing.

I created an original set of smiley illustrations that has taken on a life of its own on Instagram. [@purposeofend]