



# Jeremy Griffin

## Creative Director // Brand Strategist

Dynamic and inventive professional with extensive experience in strategic roles across sales and marketing, seeking to leverage a strong foundation in campaign-based initiatives and digital strategy development towards a more creative capacity within the field.

Passionate about harnessing my background in creative content production and strategy to contribute to and thrive in a role that blends creative ideation with strategic execution, aiming to create impactful, brand-defining campaigns that resonate with audiences and achieve business objectives.

## Contact

### Phone

313-493-2180

### Email

jeremysgriffin@proton.me

### Address

DETROIT, MI

## Education

2003

**BFA Creative Writing**  
**University of North Carolina**

## Expertise

- Creative Strategy
- Creative Development
- CRM Strategy
- Social Media Marketing
- Creative Writing
- SEO Copywriting
- Team Building
- Communications
- Presentations
- Pitching New Business

## Selected Clients

- Cadillac
- Ford
- Chrysler
- Shinola
- Hulu
- Lee Jeans
- MedLine
- Samsung TV
- Bethesda Games
- Kimberly Clark

## Experience

### 2023 - 2024

MRM | Birmingham, MI

#### Sr. Strategist CLM/CRM

- Led CRM and CLM strategies for Cadillac, turning data into actionable insights and strategic directions.
- Pioneered digital initiatives aligned with client goals.

### 2022 - 2023

Tinuiti | New York, NY

#### Sr. Creative Strategist

- Developed digital advertising strategies for brands like Lee Jeans and Unilever.
- Facilitated collaboration between clients and creative teams, enhancing pitch effectiveness.

### 2018 - 2020

Medline Industries | Chicago, IL

#### Senior Content Strategist + Copywriter

- Led content strategy focusing on user experience, messaging, and design for healthcare professionals, supporting UI/UX enhancements.

### 2014 - 2018

Tumblr | New York, NY

#### Creative Strategist, Brand Partnerships

- Developed creative strategies for brand partnerships, focusing on millennial engagement.
- Revitalized brand interest in Tumblr as a media channel.

### 2012 - 2014

Shinola | Detroit, MI

#### Creative Director, Copy

- Established Shinola's digital presence and voice, directing social content strategy to boost engagement.

## Reference

### Jess Archer

Sr Creative Strategist, Power Digital

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### Garrett Droege

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