

# Jamie Bakum

30 Cypress Street #1, Brookline, MA 02445 • 857.225.2314 • jalexei@gmail.com • www.jamiebakum.com

## Summary

Award-winning creative strategist and leader with experience in digital, print, environmental, social, and UX/UI disciplines, designing integrated B2B and B2C marketing campaigns for top brands.

- Extensive experience in multiple consumer and business channels, including automotive, fashion, CPG, finance, telecom, health care, and pharmaceutical.
- Lead and mentor diverse, international teams of designers, writers and developers.

## Experience

### **Freelance Strategist and Art/Creative Director; September 1996 to Present**

Deliver UX/UI strategy and design on mobile, desktop, Roku and Chromecast platforms for brands including HBO and The Metropolitan Opera. Conceive and execute a wide variety of digital and print materials, including mobile app design, websites, corporate branding/logos, photography and illustration for clients including USAlliance Financial, Octagon, Merck & Company, the Boston Children's Museum and Peapod/Stop & Shop.

### **Creative Director • BzzAgent / dunnhumby, Boston, MA; February 2016 to February 2017**

Lead and mentor an international team of writers and designers across 4 markets on 3 continents crafting word-of-mouth, review, and social media-driven advocacy and awareness campaigns.

- Proven sales uplift for top CPG brands like Gillette, Unilever, Proctor & Gamble and GlaxoSmithKline.
- Drive web/platform creative strategy to nurture and grow proprietary network of 1 million+ everyday influencers.
- Support sales and B2B / B2C marketing initiatives with online and offline creative collateral and strategic insight.

### **Associate Creative Director • McCarthy Mambro Bertino, Boston, MA; January 2012 to September 2015**

Lead and mentor art directors, copywriters, Flash/HTML developers and freelancers, while working closely with the Technical and Account Service departments to ensure on-specification and on-budget creative output. Present creative concepts and strategy to clients and prospective new business partners.

- Drive concept development and creative execution of award-winning websites, microsites, interactive marketing programs, environmental/POP graphics and integrated social media campaigns for Gulf States Toyota, one of the world's largest distributors of Toyota vehicles and parts with 155 dealers in 5 states.

### **Associate Creative Director • BEAM Interactive, Boston, MA; January 2004 to December 2011**

Collaborate with Chief Creative Officer, Creative Director and creative department on successful new business proposals while leading and mentoring art directors, copywriters, Flash developers and freelancers crafting interactive experiences across multiple channels.

- Direct conception and creative execution of award-winning websites, microsites, and interactive marketing programs for brands like MINIUSA, Puma, athenahealth and Merrill Lynch.

### **Art Director • Euro RSCG Circle, Boston, MA; March 2000 to January 2004**

Develop concepts and creative execution of award-winning websites, microsites, and interactive marketing programs for brands like MINIUSA, Verizon, Symantec, Lexmark and IKEA.

- Designed html emails and supporting marketing materials for MINIUSA's award-winning "Make Waiting Fun" owner and prospect triggered email program with CTR between 10 and 30%.
- Conceived and designed home printing micro-site for Lexmark increasing targeted cartridge sales.
- Created rich media banner ads for Verizon Home DSL as part of program that increased channel sales by 88%.

## Education

**B.A. English • The University of Oregon, Eugene, OR**