

Jimmy Groce; BFA

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SUMMARY

Creative generalist with leadership experience in events, communication, strategy, design, marketing, and video production for growing B2B and B2C brands. Continuing education in project management, marketing strategy, and new design tactics while pursuing operations and leadership opportunities.

Creative professional with a BFA and over 10 years of experience in project management, content collaboration, brand development, and community engagement. Skilled in communication, copywriting, team leadership, and campaign management. Further experience in bartending, event coordination, and hospitality. Currently pursuing a Project Management certification to expand creative direction opportunities, particularly with local businesses.

EXPERIENCE

Ehbed Energy, LLC, Chicago, IL

April 2020 - September 2024

Creative Director

- Positioned the brand to grow from \$0 to +\$50M in signed contracts with support copy, design, video, CRM and data infrastructure.
- Managed creative and sales teams including hiring, onboarding, project iterations, budget allocation, and payroll.
- Established and managed the brand identity and CMS, enhancing market presence. Directed end-to-end content production from conceptualization to delivery.
- Facilitated executive meetings, standardized workflows, created budget forecasting sheets and developed the CRM data infrastructure. This aligned the company objectives, drove strategic decisions, enhanced financial transparency, and fostered collaboration with external partners.

Gearhead Outfitters, Chicago, IL

October 2024 - February 2025

Sales Associate

- Sales floor operations, product presentation, supply chain transfer orders and system placement.
- More than \$35k in sales during 2 months of work.

LiveBash, Chicago, IL

September 2024 - February 2025

Event Operations Manager and Bartender

- Event operations management, bartending, and venue maintenance for a variety of live events.

Ravens Room VR Bar, Chicago, IL

September 2022 - June 2023

Bartender and Event Operations Assistant

- Bartending, event assistance, VR customer instruction and setup, and general bar maintenance.

Event Marketing Agency, United States

July 2011 - September 2022

Brand Ambassador and Event Operations Management

- Contracts for brand engagement events around the US.
- Setup the station for brand engagement, worked with management of locations per product event, and collected data from audiences around the midwest for brands
- Steady contract work for 10+ years demanded quick learning of project details and matching brand voices.
- Brands included: Covana, Soda stream, beFriend, Toyota,

Talent Agency Contracts, United States

July 2011 - September

2022

Film and Voice Actor

- Contracts for feature films, commercials, voiceover, and feature films around the US.
- Steady contract work for 10+ years demanded quick learning of project details and matching brand voices. More than \$250,000 in contracts obtained.

Koval Distillery, Chicago, IL

March 2021 - December 2021

Tour Guide, Sales Associate, and Barback

- Provided tours and presented the brand story of the local production and founders.
- Responsible for opening/closing the shop, in store sales, inventory logging, stocking, and organizing the store.
- Barback hours

Mythos Marketing, Remote

January 2019 - December 2019

Account Manager

- Developed and managed digital campaigns for clients obtained by the sales team.

Blitz Metrics, Remote

February 2018 - October 2019

Digital Marketing Associate

- Developed and presented marketing reports to agency clients. Optimized Facebook ad campaigns to increase conversion rates for multi-million-dollar brands.

The Pourhouse, Shelby Township, MI

August 2016 - October 2017

Marketing Manager and Graphic Designer

- Developed website copy, designed fliers, and managed digital marketing ads for local B2C companies.
- Ran digital marketing and mailers for local ad campaigns.

Sol Casita, Cabo Rojo, Puerto Rico

October 2017 - December 2018

Assistant Project Manager and Hospitality Associate

- Assisted in the time management, budget oversight, and procurement of supplies for the rebuild of a guest house facility after severe damage during Hurricane Maria in Puerto Rico.
- Helped prepare the business after construction to resume operations in hospitality.

Jamex Products, LLC, Chicago, IL

March 2017 - April 2018

Brand Manager and e-commerce

- Developed a brand for an e-commerce store including web design, logo development, and ad resources.
- Set up relationships for the supply chain and established the online store.

Marketing Contracting (pick company name like pour house), Shelby Township, MI

August 2016 - October 2017

Marketing Associate and Graphic Designer

- Developed website copy, designed fliers, and managed digital marketing ads for local B2C companies.
- Ran digital marketing and mailers for local ad campaigns.

Rochester Bar, Rochester, MI

August 2018 - October 2019

Prep Cook and Food runner

- Prepped food in the mornings for a local restaurant near my hometown.
- Afternoons through evenings was the line cook for meal rushes and ran dishes out to guests.

Coney Island National, Shelby Township, MI

August 2016 - October 2017

Line Cook

- Line cook at my hometown's local National Coney Island as a summer job between college semesters.

Ahlstrom Printing, Shelby Township, MI

August 2009 - October 2010

Lead Printing and Program Coordinator

- Late nights of custom screen printing for a large scale independent artist sales effort.

Ahlstrom Sales, Shelby Township, MI

August 2009 - October 2010

Sales Associate

- Helped a friend with sales of homemade shirts and art in high school.

Olympia Gymnastics, Shelby Township, MI

May 2007 - February 2008

Lead Coach and Program Coordinator

- Developed gymnastics programming for ages 3-5. Responsible for safety, reporting to parents, and filling the time with gymnastics and fun.

SKILLS:

Brand Strategy, Creative Project Management, Campaign Optimization, Content Management Systems (CMS), Cross-functional Collaboration, Team Leadership, Stakeholder Management, Copywriting, Marketing Data Analysis, CRM (Customer Relationship Management), SEO (Search Engine Optimization), Keyword Analysis, Graphic Design, Video Production, Web Design, Budgeting, Microsoft Excel, AI softwares, Onboarding, Payroll.

EDUCATION:

Western Michigan University

Bachelor Fine Arts Theater Performance

2011-2015 Kalamazoo, MI

CERTIFICATIONS:

Basset Certified, October 2024

Project Management Foundations, July 2024

Blending Project Management Methods, July 2024

Google Adwords Certified, March 2019