



## JAIME PERRY

C R E A T I V E   D I R E C T O R

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### P R O F I L E

I have over 20 years of storytelling experience as a copywriter, art director, player/coach, conceptualizing earned, digital, experiential, and traditional multi-media campaigns for Fortune 500 companies with a focus on creative strategy and a drive to create memorable, responsive, effective and award-winning work.

### E X P E R I E N C E

#### **2020 TO PRESENT - FREELANCE CREATIVE DIRECTOR**

#### **2015 TO 2020 – WEBER SHANDWICK – BIRMINGHAM, MI**

##### **ASSOCIATE CREATIVE DIRECTOR, V.P.**

Moving to and helping set up an entire creative team for a public relations firm, I created organically earned-media and new business opportunities that included creating the world's first travel industry album which landed at #9 on Billboard's chart and streamed in over 50 countries.

#### **2013 TO 2015 – CAMPBELL EWALD – DETROIT, MI**

##### **ASSOCIATE CREATIVE DIRECTOR**

As a writer, working with strategists and managing multiple creative teams, my main focus/passion was to develop world-class creative pitches which included traditional and nontraditional work winning Travelocity and Cadillac to name a few.

#### **2010 TO 2013 – DONER - SOUTHFIELD MI**

##### **CREATIVE DIRECTOR, V.P.**

Taking on this high-paced position, I worked as an art and copy team of one responsible for transforming tier two creative for all Chrysler, Dodge, Fiat, and, Jeep into tier one quality executions across all retail mediums. Switching gears into new business development I managed multiple teams in developing digital, earned and, traditional multi-media campaigns.

#### **2006 TO 2010 – LEO BURNETT - TROY MI**

##### **ASSOCIATE CREATIVE DIRECTOR, S.V.P.**

Joining the agency, I worked directly with the current ECD, Tor Mhyren and a small creative team responsible for elevating creative for Pontiac, GMC, Buick and a multitude of nonautomotive clients such as Samsung and Marlboro.

#### **1994 TO 2006 - BBDO DETROIT (FORMERLY FCB, BOZELL,) - TROY MI**

##### **ASSOCIATE CREATIVE DIRECTOR, V.P.**

Hired as an art director, I and my team were responsible for rebranding Pontiac, and Chrysler as well as continue to create world-class work for Jeep, and the launch of 18 vehicles resulting in winning National and International awards including eight Cannes finalists, one Cannes Silver, four Gold Clios, and a Detroit Advertising Best-in-show, just to name a few.

1993 TO 1994 - J. WALTER THOMPSON – DETROIT, MI

**SENIOR ART DIRECTOR**

As an art director/copywriter I took on the creative development for a wide variety of Fortune 500 companies ranging from financial services, automotive suppliers, and winning a national fast-food account before being recruited to Bozell.

E D U C A T I O N

CENTER FOR CREATIVE STUDIES DETROIT, MI

BACHELOR OF FINE ARTS PROGRAM

A C C O U N T S

CADILLAC, KITCHENAID, MICHIGAN TOURISM, SONY, D.O.C. OPTICS, HARLEY DAVIDSON, PLYMOUTH, CHRYSLER, JEEP, DODGE, PONTIAC, GMC, CHEVROLET, BUICK, FLAGSTAR BANK, HUNGRY HOWIES PIZZA, LITTLE CAESARS PIZZA, GENESYS HEALTH SYSTEMS, SPARROW HOSPITAL, PRIORITYHEALTH, SPECTRUM HEATH, ARTHUR ANDERSEN CONSULTING, SHOPVAC, MICHCON, FEDERALMOGUL, PENNZOIL, DEL TACO, WHITE CASTLE, T.G.I.F., SEAWORLD, BUSCH GARDENS, MARLBORO, USAA BANK, DIET COKE, BUDLIGHT, GENERAL MOTORS CORP, TRAVELOCITY, COUNTRY INN & SUITES, MICHELIN, B.F. GOODRICH, UNITED STATES POSTAL SERVICE