

**Jim Mitchem**  
CURRICULUM VITAE

**Summary**

Senior-level marketing and advertising consultant and copywriter with 20 years experience, Mr. Mitchem's work has been lauded by clients and recognized by awards committees across the country. By focusing on what matters most to the end-user, he crafts and curates commercial messages that resonate with a brand's audience, gets them talking, and elicits action. He's also adept at weaving a brand narrative into SEO goals so that Google takes notice. In 2015 he published his first novel, the highly-rated Minor King, and is currently writing his second novel, Bankers in Love. He's also working on a crowd-sourced book called Gone Dogs, and is launching America's True Colors, a tee shirt brand set out to eradicate racism in the United States. He's routinely asked to judge advertising awards and is on the board of directors for the 100 Words Film Festival. For more on Mitchem visit Quick Like Mongoose.

[Click here to view his LinkedIn profile and professional recommendations.](#)

**Experience**

<u>Out of the Ether</u>	Partner, Chief Consultant	2017-Present
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Brief: In 2017 Mitchem joined forces with his longtime design partner to create an ad agency focused exclusively on digital. With emphasis on brand building, websites, and digital marketing strategies, Ether helps mid-level companies utilize modern marketing tools to drive awareness and website traffic as a means to increased sales.

<u>Smash Communications</u>	Founder, Chief Consultant	2001-Present
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Brief: Smash Communications is a sustainable marketing consultancy specializing in the integration of authentic storytelling as a marketing and advertising function. Designed to supplement traditional marketing and advertising tactics, sustainable marketing helps organizations provide relevant, authentic content for its audiences while concurrently improving search rankings. Born in 2001 as one of America's first "virtual" ad agencies, in 2015 Smash was relaunched with a more holistic approach to marketing that Mr. Mitchem honed and perfected while building the Boxman Studios brand and driving sales via inbound marketing.

Boxman Studios	CMO	2009-2015
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Brief: In 2008, entrepreneur David Campbell had an idea to turn old shipping containers into mobile hospitality lounges. After buying a container and hiring a welder, Campbell contacted Mr. Mitchem for marketing advice. In 2009, Mitchem joined forces with Campbell, branded the company (including naming it), and set off to generate awareness for a new product in a sector that didn't exist—during a recession. With zero advertising budget to work with, Mitchem built a 3-page website and began to tell the brand's story, distributing this content through a new thing called social media. In 2013 the brand was named Fastest Growing Company in Charlotte, and in 2014 was named the #120 fastest growing company in America (Inc. Magazine), with over 3000% growth. During this time of tremendous growth, 90% of sales were the result of inbound marketing tactics via a sustainable marketing approach.

