

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, Bankers in Love. He's also the publisher for a crowd-sourced book called Gone Dogs (August 2019), and is building 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>Smash Communications</u>	Founder, Chief Consultant	2001-Present
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Brief: Smash Communications is a digital marketing consultancy specializing in authentic storytelling as a marketing and advertising function. Designed to supplement traditional marketing tactics, and with emphasis on brand building in digital, Smash helps mid-level companies utilize modern marketing tools to drive awareness and website traffic as a means to increased sales. 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 growth 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.

Luquire George Andrews	Copywriter	1999-2001
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Brief: Recruited from Jacksonville, Florida, Mitchem was brought on board to help "change the creative direction" at Charlotte's largest ad agency. In his first year with the firm, his work won the agency their first ever local, regional, and national awards. Mitchem worked with brands like Lexus, National Gypsum, and the Carolina Panthers among others.

Citibank Copywriter 1998-1999
Brief: Brought on as a freelancer after college, Mitchem learned the nuances of advertising under the tutelage of a senior art director and copywriter team recruited from Saatchi & Saatchi in New York to head up Citibank's N-House creative department in Jacksonville, Florida. Mainly assigned to direct marketing campaigns, Mitchem learned the value of teamwork in the creative sector, along with how to how to manage the creative process.

US Air Force Airman 1992-1996
Brief: Rapid Deployment Logistician for Tactical Air Command's A-10 units.

[Click here to read professional endorsements.](#)

Education

BFA in Literature University of North Florida 1997-1998

During 10 months of intensive studies at three colleges concurrently, Mr. Mitchem took a copywriting course because it had the word "writing" in its title. His professor, Dr. Greg Stene, said this about him:

"Jim just plain freaks me out ... he's so good at this strategy/advertising thing. My class was the first he'd had in advertising. It was a copywriting and layout course; emphasizing strategy, creative thinking, and developing original and effective concepts. This guy ... from the git-go, bests every other copywriter/art director I knew in my 12 years in the business as a creative, except one (the guy who taught me how to do it). I knew I'd pretty much run out of anything to teach him by the time I saw his second ad. But he found things to learn on his own.

Jim gets that all-important strategy-thing, is incredibly instinctive and dead-on in his creative approach, and is one of the most enthusiastic and decent people you'll meet."

Other

Mr. Mitchem, who hates writing about himself in third-person, lives in Charlotte and is married with two daughters and a pack of wild dogs. He enjoys baseball and the Caribbean. He writes to relax and is fond of poetry. He has vowed to only use his powers for good, and has never worked with alcohol, tobacco, or gaming brands. Please don't ask him to. He will say no.

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