

# JAMIER BOATMAN-HARRELL

Creative Director, Copy | Integrated Campaigns, Experiential, and Cultural Storytelling

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## SUMMARY

Copy-led creative director who builds culturally fluent ideas across white-label, experiential, and branded content work. I turn client asks into narratives, platforms, and executions that feel emotionally salient, commercially unexpected, and provide brands with the language to communicate with communities they've been disconnected from. What motivates me: not giving brands visibility for visibility's sake, but rather giving them context, feeling, and an earned place in culture. I've led work across fashion, tech, CPG, spirits, and finance, shaping ideas with clarity, texture, and resonance.

## WORK EXPERIENCE

### Associate Creative Director, Hypebeast

Nov '22–Present

- Lead creative across integrated campaigns from experiential, editorial, social, and branded content, turning broad client asks into ideas with a clear cultural POV.
- Impacted \$9.08M in revenue across Jan–Dec '25 by shaping pitch narratives and campaign frames to make the work stronger and easier for clients to buy.
- The key creative voice across teams, working closely with sales, strat, editorial, design, and production to sharpen ideas and keep projects from flattening into expected branded content.
- Lead development across campaigns for TurboTax, Corona Extra, Lenovo, New Balance, and Cap'n Crunch, carrying work from concept through narrative development, copy direction, experiential framing, and execution.
- Helped build the internal language, structure, and repeatable frameworks that make pitches more compelling and scalable across categories.

### Associate Creative Director, Blacktag

Nov '20–July '22

- Helped shape the creative and editorial direction of a launch-stage platform, building omni-channel campaign ideas rooted in audience insight and culture.
- Led editorial and RFP strategy for branded content deals, translating client asks into pitch materials and integrated creative responses.
- Conducted market and audience research to refine positioning and uncover stronger storytelling opportunities.
- Led professional development across my team to strengthen the quality of thinking and execution.

### Creative Editor & Creative Strategist, Hypebeast

Nov '17–'20

- Developed copy and narrative framing for branded content and editorial projects, using Hypebeast's voice to give clients the language of culture.
- Managed copywriting, SEO, and asset workflows across projects, helping maintain consistency in voice, structure, and delivery.
- Worked closely with the Creative Director to develop ideas, shape project direction, and strengthen the conceptual quality of the work.

## EDUCATION

### Bachelor of Science in Mechanical Engineering

Aug '11 – Jun '16

Georgia Institute of Technology

## KEY SKILLS

- Creative Direction
- Cross-Functional & Creative Leadership
- Integrated Campaign Development
- Experiential Concepts
- Narrative Strategy
- Brand Storytelling
- Adobe Creative Suite
- Keynote & Google Slides
- Airtable
- Frame.io
- Figma
- DaVinci Resolve