

JAMIER BOATMAN-HARRELL

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

jamier@jamier.info · 404-641-1384 · Brooklyn, NY · www.jamier.info

SUMMARY

Copy-led Creative Director building culturally sharp campaigns across experiential, integrated, editorial, social, and branded content. I turn brand asks into concepts, live experiences, and narratives that feel grounded in culture and clear in execution — leading from pitch through build, defining the creative foundation, and directing lean teams to bring ideas to life. My work sits at the intersection of concept, story, and collaboration, made to land both in the room and in the world.

WORK EXPERIENCE

Creative Director, Hypebeast

June 2026 – Present

Associate Creative Director, Hypebeast

Nov 2022 – May 2026

Promoted into the CD seat after leading the studio's highest-visibility brand programs.

- Own experiential and integrated campaigns from pitch through build — concepting the idea, defining the narrative and spatial storytelling, and serving as the key creative voice with clients and senior leadership once work is sold in.
- Introduced the program bible to Hypebeast, setting the creative foundation for every program — copy direction, audience, design language, and manifesto — then direct a lean pod of strategists, designers, copyeditors, and social against it.
- **Corona × Hypetrak:** Pitched and led a 360 platform that relaunched Hypebeast's Hypetrak music magazine, powered by Corona, to plant the brand inside music-discovery culture — sourcing the artist roster and directing a native + branded magazine, a music-video series, social content, and a launch party that packed Silo to capacity.
- **New Balance 990:** Conceived and led an on-the-ground campaign tracing the 990's meaning through Black communities along the I-85 corridor (DC, Philadelphia, Baltimore). New Balance expanded it into a traveling three-city gallery with a charity component and pulled the creative into its own brand marketing.
- **TurboTax:** Pitched and led a 360 fashion campaign positioning TurboTax as a catalyst for creativity — an emerging-designer capsule (Who Decides War), a behind-the-design series, a live showcase with creator-led workshops, and a Business of Hype podcast episode. Drove strong earned media and organic wear; TurboTax RFP'd a follow-up program.
- **DoorDash × World Cup 2026:** Led a 360 campaign capturing fan frenzy through creators across New York, Miami, and LA — social-first film, man-on-the-street content at FIFA events, a DoorDash × Awake NY fashion capsule, a UGC styling series, and a Hypebeast Cup activation. DoorDash RFP'd an additional program.
- Lead brand work across TurboTax, Corona, Modelo, Bulleit, Lenovo, New Balance, and DoorDash; mentor junior creatives through reviews, inspo sessions, and cultural case studies that sharpen the team's thinking.

Associate Creative Director, Blacktag

Nov 2020 – July 2022

- Shaped 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.
- Ran market and audience research to sharpen positioning, and led professional development to raise the team's quality of thinking and execution.

Creative Editor & Creative Strategist, Hypebeast

Nov 2017 – 2020

- Developed copy and narrative framing for branded content and editorial, using Hypebeast's voice to give clients the language of culture.
- Managed copywriting, SEO, and asset workflows for consistency in voice and delivery, partnering with the Creative Director to shape and strengthen ideas.

EDUCATION

B.S., Mechanical Engineering — Georgia Institute of Technology

Aug 2011 – Jun 2016

KEY SKILLS

Craft Experiential Concepts · Integrated Campaign Development · Creative Direction & Pitch Dev · Copy Leadership · Spatial Storytelling · Cross-Functional Creative Leadership

Tools Adobe Creative Suite · Keynote & Google Slides · Airtable · Frame.io · Figma · DaVinci Resolve