

JIM HEATHMAN

Creative Director | Strategist & Messaging Expert

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SUMMARY

Veteran creative strategist, CD, and UX/marketing copywriter with a proven record of turning complex products, services, and emerging technologies into clear, compelling narratives that drive trust, growth, and engagement. I excel at forging strong cross-functional partnerships, translating insight into strategy, and empowering teams to use AI more effectively—and humanely—for content creation, strategy development, and process innovation.

Clients include: Discover Card, American Express, Under Armour, ESPN, Fresh Direct, Verizon, Lands' End, PivotGen Renewable Energy, The Wall Street Journal, and others.

SKILLS

- B2C/B2B marketing
- Key messaging & copywriting
- Website content & UX writing
- Fintech & financial services marketing
- Product positioning
- Email & digital advertising
- Social media content
- Direct mail, OOH, print
- Brand & content strategy
- Multi-channel creative direction
- Subscription & loyalty marketing
- Video concepts & scripts

EXPERIENCE

STRATEGY/CREATIVE DIRECTOR

Gray Rabbit Creative New Jersey (2021 - present)

Clients include: Fresh Direct, PivotGen Renewable Energy, MVP Publishing

Creative Director of a strategy-led studio specializing in branding, content, and multi-channel marketing. We partner with emerging and established brands alike—from online delivery giant FreshDirect and renewable energy innovator PivotGen, to a SaaS startup at the forefront of AI-driven predictive outcomes.

- **Created multi-channel seasonal brand campaign assets for Fresh Direct that lifted unaided awareness by 19% boosting last click conversions across digital channels and direct mail.**
- Developed integrated marketing campaign to increase audience acquisition for innovative game and entertainment publisher.

ASSOCIATE CREATIVE DIRECTOR

MCD Partners New York City (2021 - 2024)

Primary Client: Discover Financial Services

Led creative strategy of digital marketing and customer experience assets for Discover Card's digital wallets and open-banking features—**helping to grow digital wallet adoption to a near market-leading 38% and driving a surge in mobile wallet transactions of over 80%.**

- Developed multi-channel acquisition and nurture campaigns (emails, digital ads, and direct mail) that consistently exceeded YOY goals for customer engagement and retention.
- Collaborated with Discover® Card business partners like Apple, Google, and Samsung to ensure client creative assets were effective, useful, on-brand, and legally compliant.
- Created product landing pages and in-app experiences that increased user adoption and usage of digital payments.

JIM HEATHMAN continued

EXPERIENCE

DIRECTOR OF STRATEGY

Hiker, Creative Agency New York City (2017 - 2021)

Clients include: Under Armour, Lands' End, Verizon, PRG, Year Up, Montclair Film

Multi-functional role spanning brand/content strategy and creative direction for the **development of both our clients and the agency — during years of 50% agency growth.**

- Developed content strategy and wrote Under Armour's entire corporate website, collaborating with UX design team and developers in fast-paced design sprints.
- Created key messaging and content strategy for national workforce development nonprofit Year Up. Wrote entire website (including optimizing back-end CRM forms).
- Led discovery processes for a variety of clients resulting in increased revenue, audience growth, and improved communication.

CREATIVE DIRECTOR — COPY/MESSAGING

BKV (also **Donor Point Marketing**) New York City (2016 - 2017)

Clients include: The Seeing Eye, Animal Legal Defense Fund, Lighthouse Guild, HIAS International

Directed cross-channel creative teams and partnered with designers, strategists, and data leads to develop integrated acquisition and retention campaigns — **driving 40% agency growth ahead of sale to BKV.**

- Led fundraising strategy and creative for The Seeing Eye, **driving a 35% increase in annual contributions—from \$14M to \$19.2M over three years.**
- Guided brand discovery for organizations across sectors, translating complexity into strategic, market-ready narratives.
- Developed vendor network of copywriters, designers, SEO specialists, and proofreaders.

CREATIVE DIRECTOR

O2 Agency New York City (2008 - 2016)

Clients include: American Express, Sports Illustrated, Condé Nast, Hearst, ESPN, Travel + Leisure

Founded and led a creative agency specialized in data-driven, multi-channel campaigns that generated **over \$90 million in client revenue.** Successfully merged the agency with a private equity-backed firm, creating new growth opportunities.

- Led creative strategy that grew American Express Publishing affinity club membership businesses **five-fold to over \$30 million in annual revenue** prior to sale to Time Inc.
- Ran creative shop, earning American Express “preferred vendor” status for 8 years, while owning **75% of the direct mail and email marketing controls** at height of engagement.
- Developed a DM package innovation for Hearst that cut production and mailing costs by 50% and boosted retention—**saving over \$1 million a year** without compromising customer experience.

EDUCATION

UNIVERSITY OF MISSOURI - COLUMBIA

Bachelor of Journalism