



**Jim
Kelley**

Creative Experience

Delivering Impact Across the Digital Landscape,
Leading Innovation and Inspiring Teams!

Summary

I'm Jim Kelley, a highly effective and seasoned creative leader with 20+ years of experience in digital marketing, evolving into brand-aligned design across modern marketing teams. A proven expert in leading high-performing creative teams and hands-on execution, I help teams succeed through thoughtful design, proven practice, data-informed decision-making, and operational excellence.

The following is a sampling of work that represents my career, from brand design and creative strategy to collaboration, innovation, and digital experiences across a wide range of industries. Hope you enjoy!



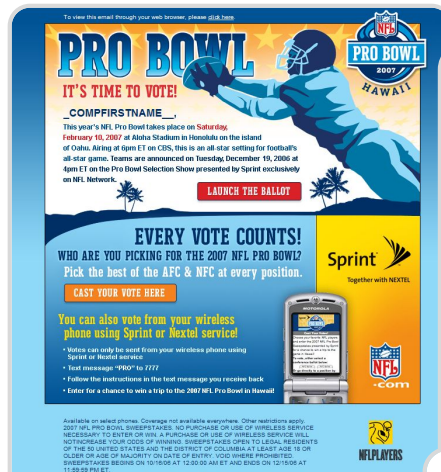
I Started with Email

I still believe it's a powerful, often underestimated channel that's long served as a playground for innovation; full of hacks with shifting inbox updates, technology and consumer behavior change over time.

From Acquisition to Loyalty...

- Email is an essential touch point that spans the full omni-channel customer journey experience.
- We can load it with relevance and fun, or not, across promotional campaigns, newsletters, transactional & lifecycle communications.
- I'd like to think **we wrote the book on best practices:** personalized content, modular & cohesive layouts, mobile optimization, accessibility, interactive, etc.

Seen here are a few classics from 2010 - the flip phone era... or the golden age of desktop-based email centric designs.

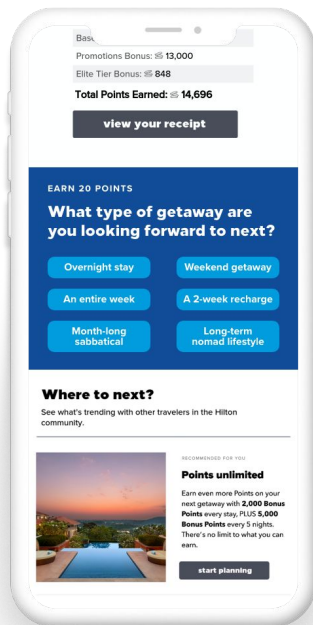


I Became a Cross-Channel Creative Expert

I approach the entire customer journey with a holistic lens; from acquisition to loyalty and all the messaging in between... to create impactful user experiences that elevate engagement and strengthen brand perception.

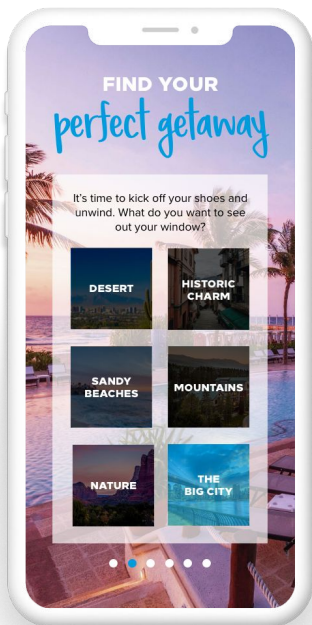
EMAIL

Post-stay with preference banner and points offer



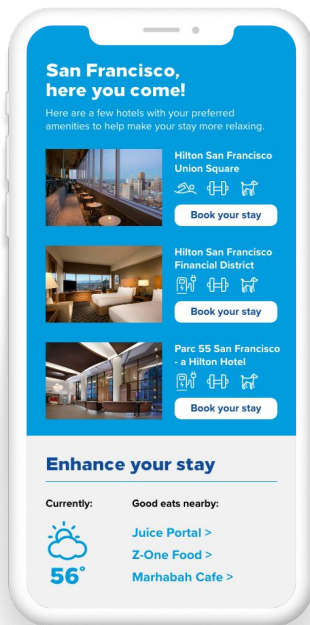
EXPERIENCES

Zero-party data acquisition of travel preferences



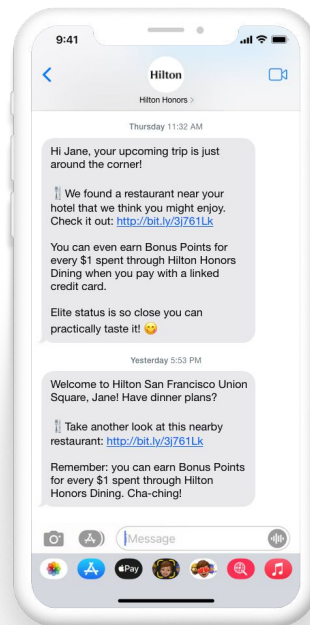
EMAIL

Personalized recommendations (Liveclicker weather)



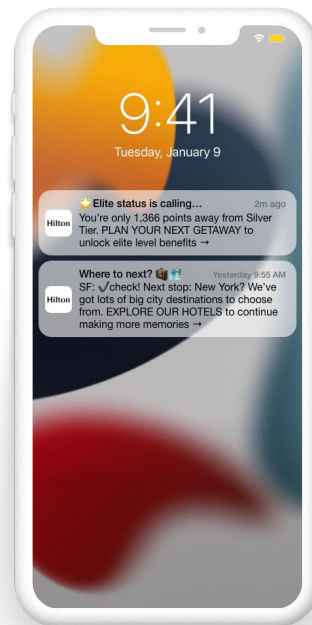
SMS

Dining rec (concierge experience + points opp)



APP / PUSH

Book next stay (zero-party data, points and tier status)



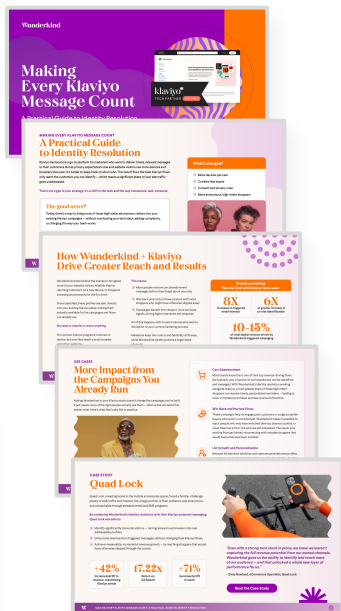
Today I Focus on Brand Design and Creative Operations

I support marketing teams by delivering brand-aligned design across content, partnerships, events, and go-to-market initiatives, while bringing structure and clarity to creative workflows.

ESP Buyers Guide



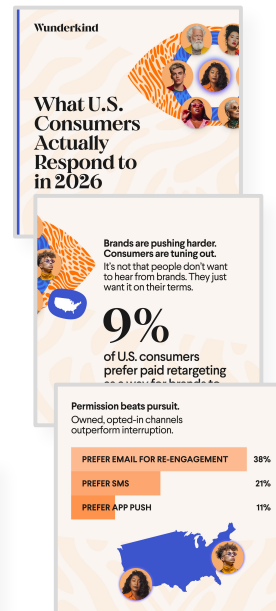
Klaviyo Partnership Guide



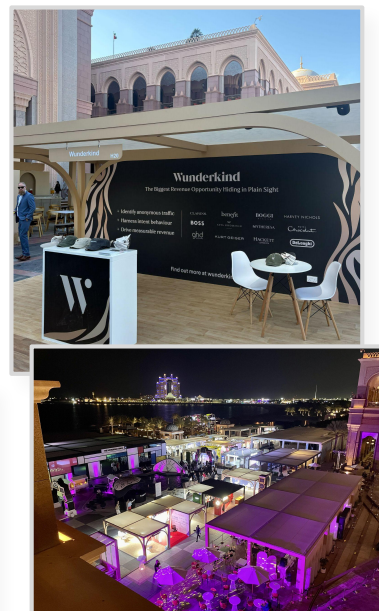
2026 Predictions Guide



2026 Consumer Insights

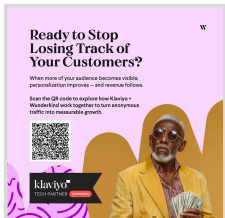


Shoptalk Luxe



A sample of the creative developed to promote and support the partnership launch

LinkedIn Carousels





The work done by you and your team is something that I have been so proud to take into client meetings.

Melissa Stebbins

Enterprise Account Executive



Creative Pillars

A great brand experience starts with the people and the processes behind it. *Here's some things I believe in...*



Client Success

I partner with our clients
(and with their 3rd parties)
to elevate their customers
brand experience

I make **“yes”** possible!

When our clients win...

It's a great feeling



Operational Excellence

I've worked with good tools
Asana, Basecamp, Workfront, Jira,
Figma, Adobe Creative Suite

And some good docs
PRFs, Creative Briefs, Revisions

Each client is different
and I adapt the process
to best fit client success



Innovation

I love pushing the bar
There's always something new
& different to try

Test, Test... Test!
This is how we learn

Some Cool Stuff
Live Content, Dynamic Blocks,
Gamification, Web Fonts



Collaboration

We're all on the same team
But we're not always in the
same department

Be part of the solution
Don't be part of the problem

**I love celebrating my
team's success**

Client Success

Oversaw **\$2M ARR in creative retainers** and delivered **99.9% operational quality** for clients such as: American Airlines, ADT, Santander, Amica, Disney, Starbucks, Cigna, Bed Bath & Beyond, and Great Clips.



[First Name],
You've entrusted us with
your loved ones. Let us
help protect the rest.



SAVE UP TO 25%
when you combine your life policy
with an auto and home policy.¹



Call us to see how your current policy compares.

Call 000-000-0000 for a quote

Customize your bundle for your lifestyle.
We'll tailor your coverage to your needs and help you
find every possible discount.



LIFE AND AUTO



LIFE AND HOME

AMICA COVID-19 AUTO REFUND PROGRAM





**Ready to take your savings
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Santander® Money Market Savings account

X.XX%*
Introductory Interest Rate for 6 Months
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X.XX%*
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Dear <Customer Name>.

**It's easy to get started with a Santander®
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It's no surprise that a **Santander® Money Market Savings account** is
one of the most popular ways to grow your money. Foster financial
growth and open an account with us today. Put your savings on the fast
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**Life is better as an
AAdvantage® member**



Hi [name],

Welcome to the AAdvantage® program! Get ready for incredible travel experiences as
you earn miles and Loyalty Points toward AAdvantage® status and rewards.

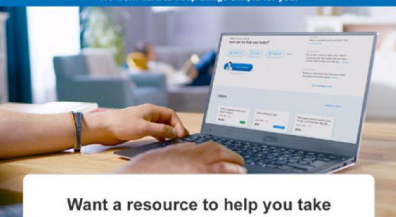
Your AAdvantage® number is XXXXX

Enjoy your member benefits

-  Earn **AAdvantage® miles** to use later for flights, vacation packages,
hotels and more.
-  Earn **Loyalty Points** toward status and Loyalty Point Rewards.
-  Board the plane earlier in Group 6 (or better).
-  Access exclusive promotions and special offers.
-  (ECM) Use your AAdvantage® credit card on everyday purchases to
earn miles toward your travel goals.¹



We work hard to keep things simple for you!



**Want a resource to help you take
steps for a healthy you today?**

Log in to myCigna

Hi <First name>.

If you want information and tips on how to get to your healthiest,
you are in luck. We have a whole section on myCigna.com that
provides you with the resources to help you get – and stay –
on track.

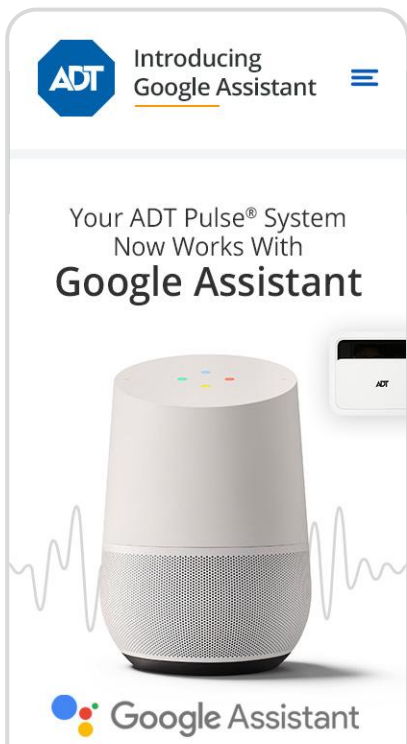
Here's just a sample of what we have to offer:

- Online Health Assessment**
Answer some quick and simple questions, and learn how
your current lifestyle effects your overall health, and learn
ways on how you could make changes to get even healthier.
- Wellness Programs**
Offering a wide selection of activities and educational
resources to help you set and meet your health goals (and
add a few more!).
- Educational Resources**
Tips and information on multiple health topics, and the
actions you can take to improve your overall well-being.

There's so much more... visit today and see!

Client Success

Oversaw **\$2M ARR in creative retainers** and delivered **99.9% operational quality** for clients such as: American Airlines, ADT, Santander, Amica, Disney, Starbucks, Cigna, Bed Bath & Beyond, and Great Clips.



ADT Introducing Google Assistant

Your ADT Pulse® System
Now Works With
Google Assistant

Image of the ADT Pulse System smart speaker.

Google Assistant



abc

DICK CLARK'S
NEW YEAR'S ROCKIN' EVE
WITH RYAN SEACREST

DICK CLARK'S NEW YEAR'S ROCKIN' EVE
WITH RYAN SEACREST
LIVE TONIGHT 8/7c

The Party of the Year!

Pour the bubbly and get ready for a coast-to-coast celebration filled with unforgettable performances, plus the first millionaire of the year, and more. Ryan Seacrest hosts LIVE from world-famous Times Square, as the biggest names in music ring in 2023 with America's favorite New Year's tradition!

[SEE THE LINEUP](#)



BED BATH & BEYOND

SEASONAL | WHAT'S NEW | CLEARANCE

CHECK OUT YOUR OFFER!

**SAVE 20% OFF
ONE SINGLE ITEM**

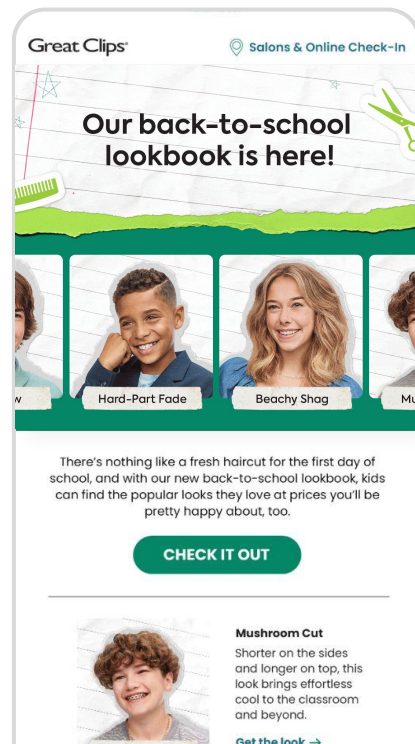
ONLINE OR IN STORE

[GET MY COUPON >](#)

Offer expires XX/XX/XXXX

REST EASY.

Your coupon is just the beginning. Decorating ideas, expert tips, new product previews and exclusives are



Great Clips Salons & Online Check-In

**Our back-to-school
lookbook is here!**

There's nothing like a fresh haircut for the first day of school, and with our new back-to-school lookbook, kids can find the popular looks they love at prices you'll be pretty happy about, too.

[CHECK IT OUT](#)

Mushroom Cut
Shorter on the sides and longer on top, this look brings effortless cool to the classroom and beyond.

[Get the look >](#)



Messaging Spotlight

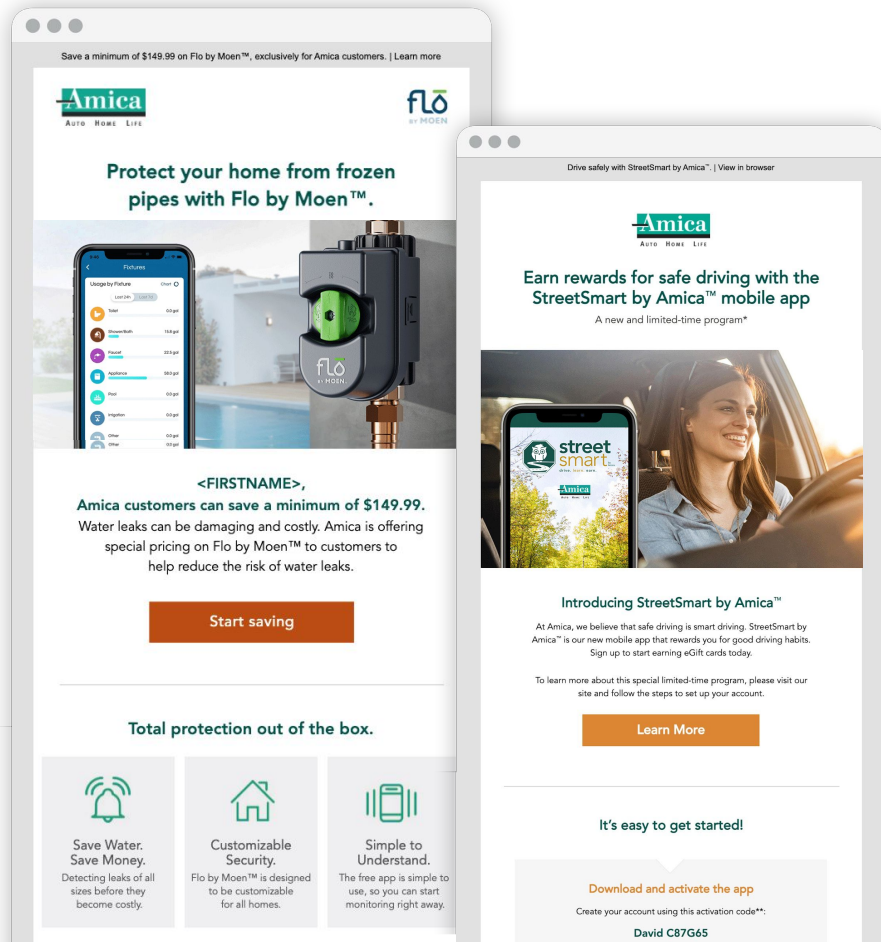
Amica had worked with my Creative Services team from June 2020 - September 2023, collaborating closely with Strategy, Client Success and Production Services.

- Increased engagement **2.5X in first 3 months**
- A/B Testing, Animation, ADA Compliance
- Notable Campaigns: StreetSmart, Life Cross-Sell, RNB OMNI, Flo by Moen - Gold Winner!



"We'd like nothing more than to have you and the Cheetah team be recognized for your outstanding creative."

- Marisa R | Senior Digital Marketing Specialist





Del Yeah! Rewards

Del Taco had worked with my creative services team in designing and developing a best-in-class loyalty mobile app—focus on visual design & UX for us.

- Custom scope included: a competitive review, new registration flow, modern navigation, refreshed order & checkout process, offers, rewards and more.
- We teamed up with members from several departments from across the organization to help bring our collective vision for this mobile app to life.
- The app deployed in September... to all much rejoice!
Loyalty 360 Award - 2022 B2C App of the Year!



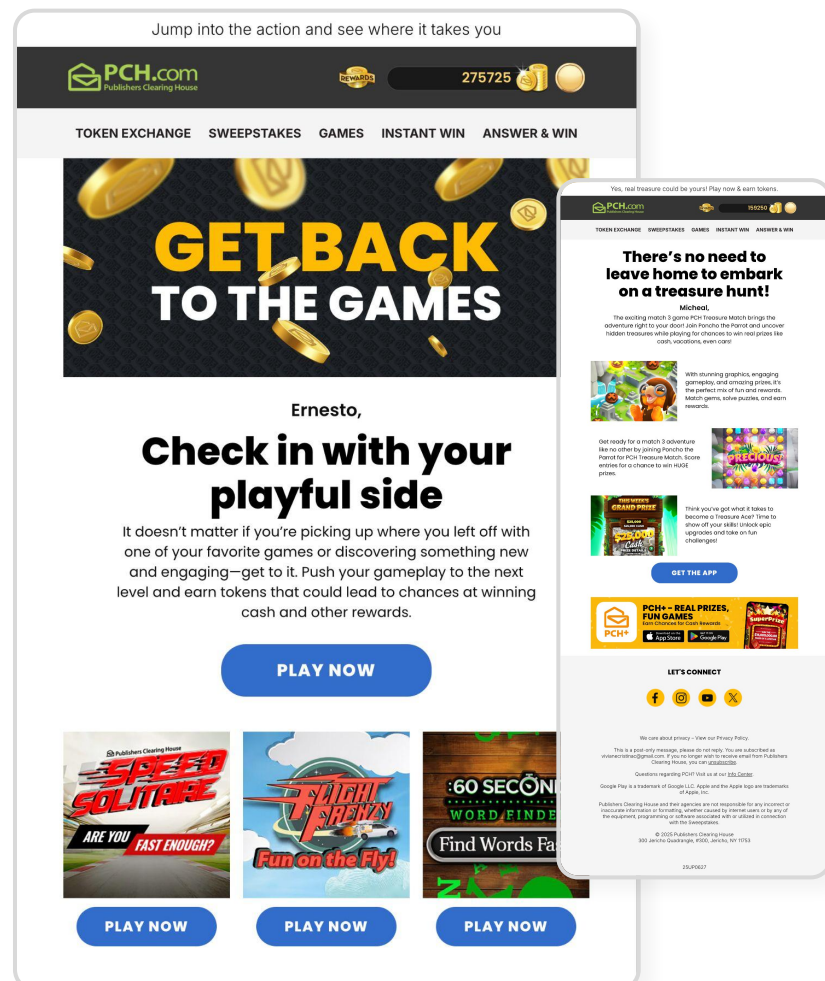
Agile Creative Process

Publishers Clearing House

Crafted an expedited workflow and rallied team members from across many departments to execute **150+ dynamic emails** in a 3 month launch window.

- This pilot program, a complete full services solution, included 2 audience segments, 4 campaign device types, 10 lifecycle triggers, 20+ dynamic content blocks, 30+ live images, 100+ custom graphics and copy briefs for each message.
- Designed & coded a modular master template, unified strategists and copywriters, held weekly scrum meetings, created naming conventions and technical spec guidelines, and worked through discovery + execution in an agile process utilizing AI to meet the project timeline - which occurred during a busy holiday season!

In the first 4 weeks, **9.8% of the new “under 30” email audience engaged once**; 6.5% engaged 2–5 times.



Team Building

From Boston to Los Angeles to Remote

I've had the fortunate experience of working with many talented individuals, all with different skill-sets and attributes that made them unique. But together as a team we become one powerful, innovative and passionate bunch.

- Launched and scaled West Coast creative in Los Angeles.
- Mentored over 50 experts, max team size was 17.
- Analyzed department billability, utilization & revenue numbers. Team was always exceeding expectations.
- Recruited talent, wrote job profiles, created purchase orders, processed invoices.
- Conducted reviews, managed incentive programs, organized team off-sites.
- Above all, helped to create a friendly “family-like” department full of challenges, fun and inspiration.





**You and the team brought real quality,
speed, and creativity to every deck,
and it genuinely made a big difference.**

Mark Taylor

Senior Director of Sales



Creative Awards

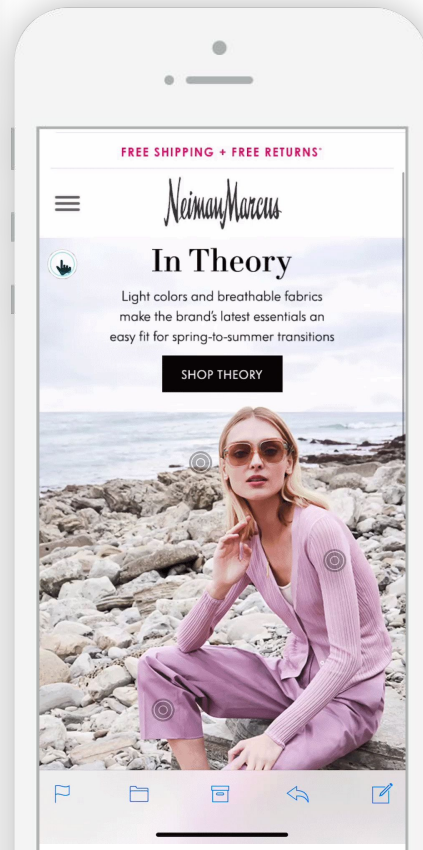
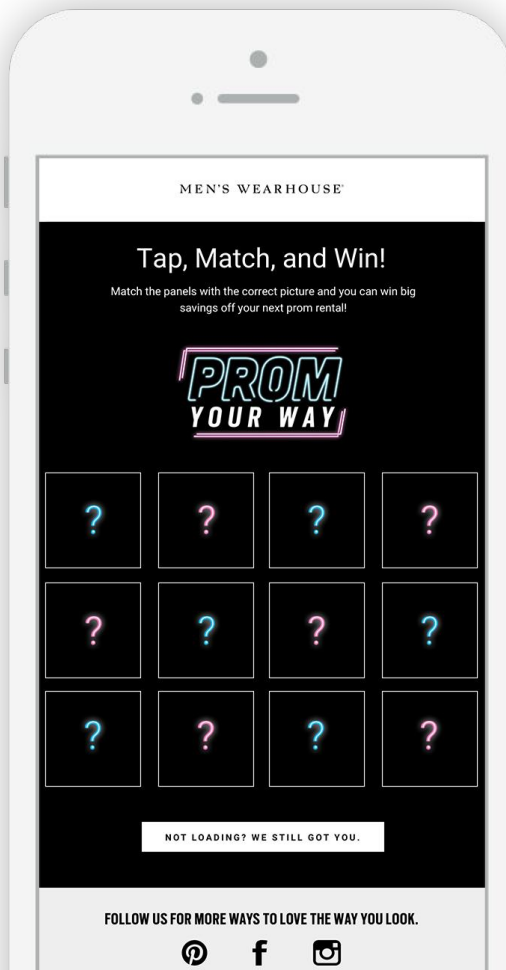
Winner in Various Categories

- **MediaPost EIS Award** - Best Use of Interactive
Neiman Marcus - CheetahTap (2021)
- **Loyalty 360 Award** - B2C App of the Year
Del Taco - Del Yeah! Rewards (2022)
- **IMPACT Award** - Innovative Use of Email
Evite - Interactive Master Template (2020)
- **Hermes Creative Awards** - Gold Wins
Alex Lee Foods - SMS Acquisition (2025)
Men's' Wearhouse - Gamification Email (2024)
Great Clips - Email Campaign Series (2023)
Amica - Individual Email Campaign (2021)



"Your team is AMAZING! Thank you so so much for all of your hard work in getting this done! You have been a wonderful partner!"

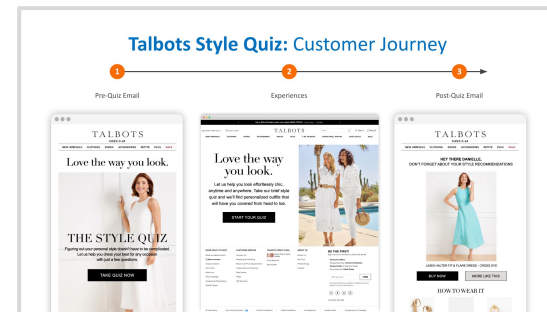
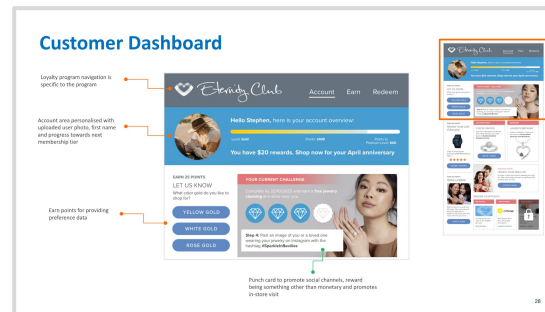
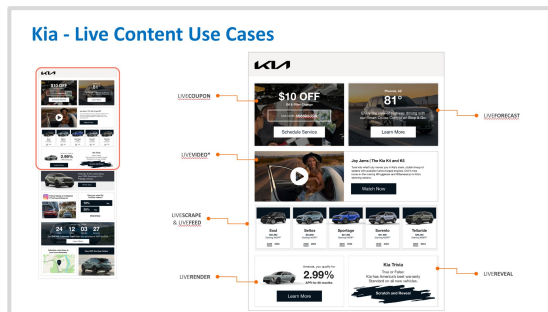
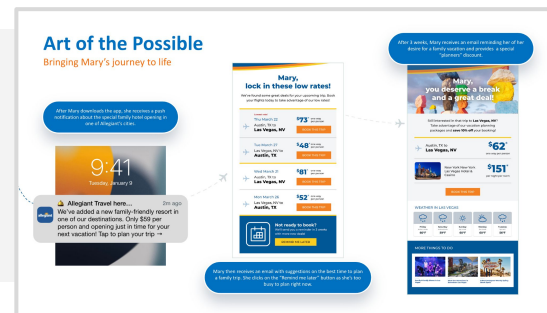
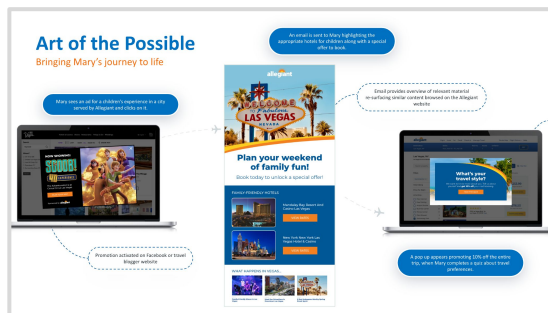
- Deanna F | Digital Marketing Director



Pitch Work

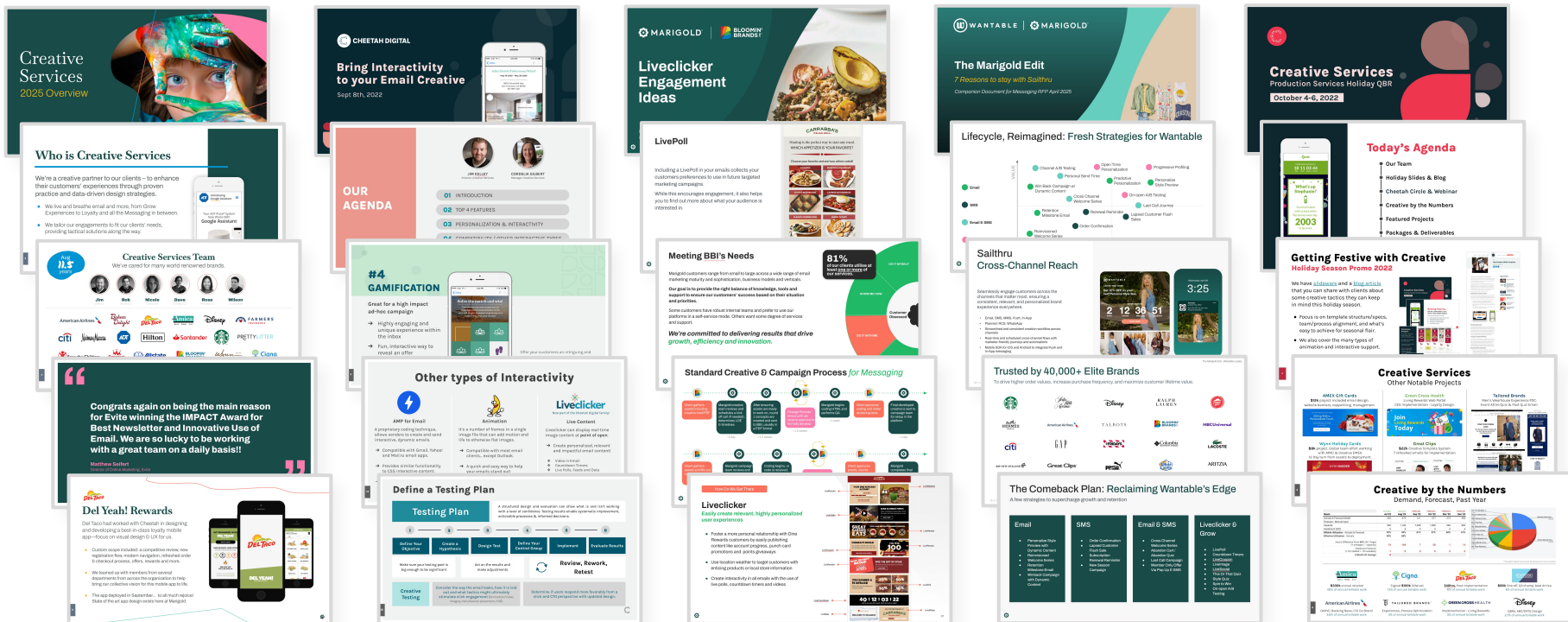


Some of the best work we do is during the sales process. Here we load up all the solutions and best practices. But with all the **tactical** and **technical** goodies, ya gotta step back and make sure it fits together in a **tasteful** way.



Slideware

One of my favorite parts of the job is packaging up the work, combining analysis, insights, and recommendations into a clear, persuasive narrative. I love making killer slides and bringing stories to life through sharp, compelling visuals.



Thought Leadership

From preparing case studies, documentation, blogging, presenting to clients... and so on, I've long enjoyed giving my thoughts on industry topics.

Some highlights include...

- Frequent speaker at annual client summit events.
- Been published in Internet Retailer, Chief Marketer, iMediaConnection, Multichannel Merchant.
- Writer of 30+ blog articles, including:
Get Festive with Creative, Creative Email Trends, What should marketers expect from AMP for Gmail?
- Presented "Email vs. Web" at the W3C HTML Email Workshop in Paris.
- Presented "Optimizing Email for Mobile Devices" at Internet Retailer Conference & Expo in San Diego





You did **INCREDIBLE** work for a long time and managed a satisfied, stable team of experts.

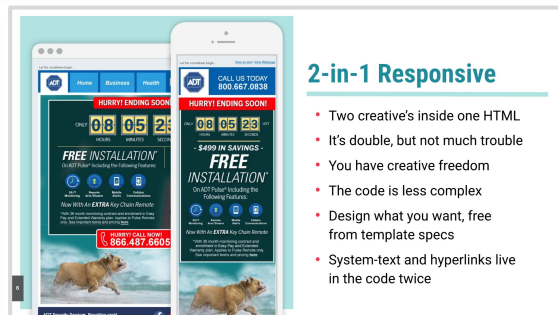
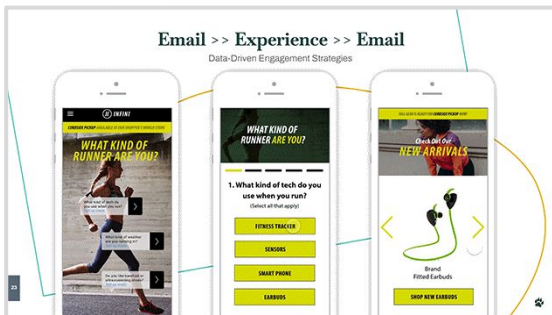
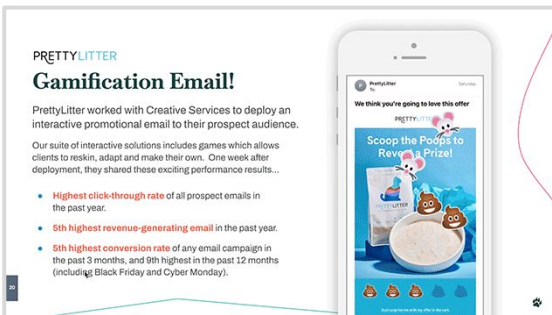
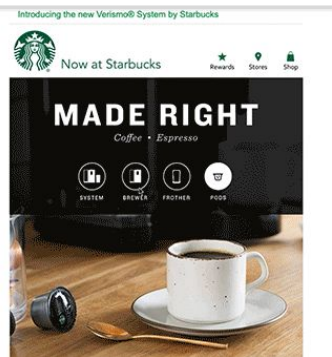
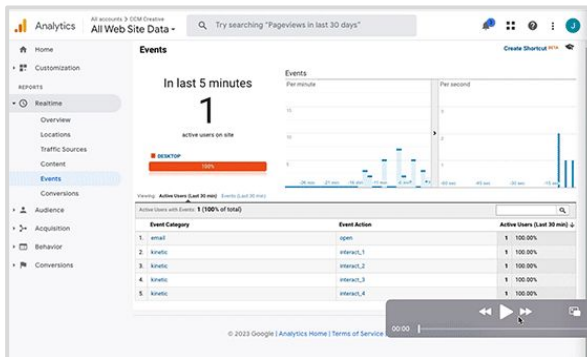
Liz McLemore

Director of Product Marketing



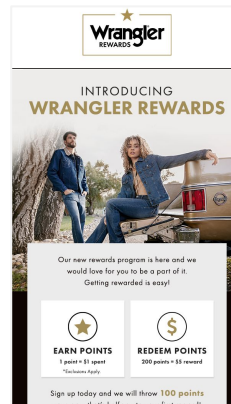
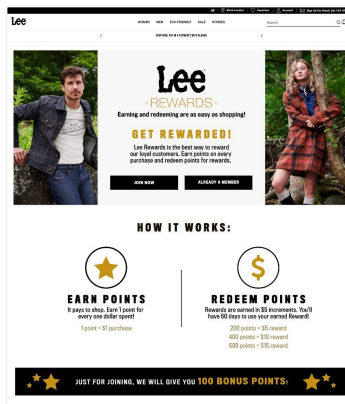
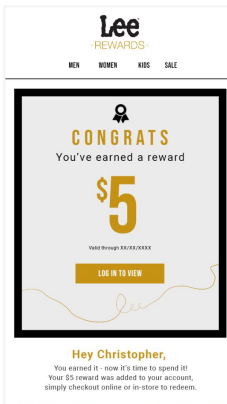
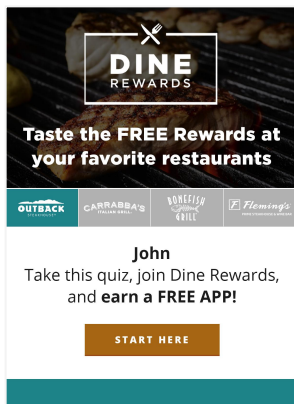
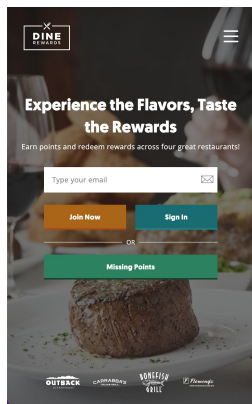
Innovation

I've long worked to push the bar in email... Interactive (Kinetic/Amp), Dynamic & Live Content, 2in1 Responsive Design, Tap to Call, Tap to Text, HTML5 Video, Tracking Interactive Clicks, Animation Tactics, the Super Subject Line, etc.



Brand Identity

While launching new loyalty programs for **Bloomin' Brands** and **Kontoor**, my team had opportunity to create new program names and logos. We followed a structured brainstorm exercise and produced many great ideas. Here are the final marks.

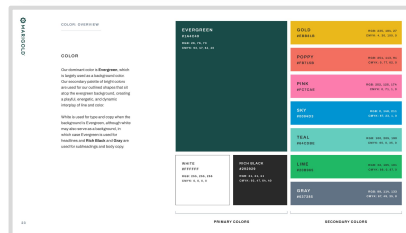
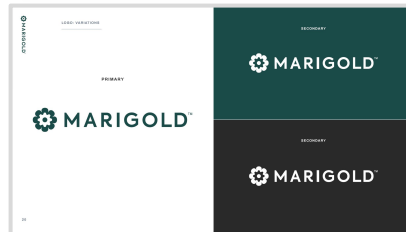
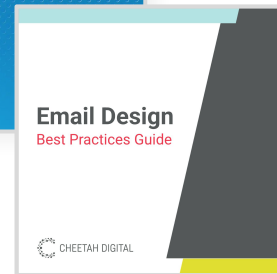
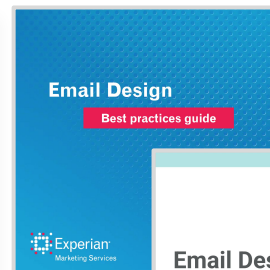
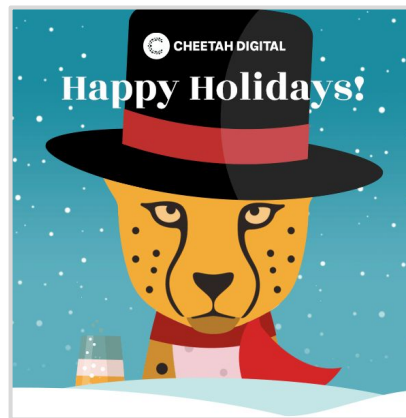


Brand Ethos

I've spent my career on the agency side, partnering with clients to uphold brand standards with integrity.

For my company, I've often helped guide the brand, supporting our position, communicating change - not to disrupt it, but to elevate it.

- I believe in optimizing, not overhauling. Constant reinvention leads to fragmentation.
- Strong brands evolve with purpose, not trend. A clear voice, refined over time, builds trust and consistency.
- When reinvention is needed, I help the company adjust - aligning voice, vision, and business goals.
- I've worked across a wide range of brand archetypes; authentic, bold, playful, legacy-driven; and bring strategic clarity to each.
- Whatever the tone, the brand is the foundation. I'm here to protect it, grow it, and make it matter.



Thank You

I would love to have the opportunity to work with you

Jim Kelley | 978-835-6277 | jimpk00@gmail.com