

Jamie Sawyer

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EXPERIENCE

Natively Social, CEO & Founder, 2018-present

Started a consultancy offering a range of services from creative development to full marketing plans.

Luckie, Director of Strategic Engagement, 2021-2022

Oversaw strategic initiatives and team of strategic engagement specialists on Regions Bank, Alabama Power and Protective accounts

Raycom Media, VP Media Planning and Creative, 2017-2018

Recruited and trained Media Planners and Creative Directors at local stations to improve quality and performance of local campaigns

Raycom Media, VP Digital Marketing, 2015-2017

Established a centralized digital agency, producing 40,000 pieces of creative annually and managing campaigns for more than 4000 clients

Raycom Media, Director of Social Media, 2012-2015

Designed and built proprietary content syndication platform that increased social audience and engagement by more 20x

Xcellos Corporation, COO & Co-Founder, 2010 - 2012

Built a highly specialized development team creating social applications that change the way brands interact with consumers

RightMinds, VP, Executive Creative Director, 2007 - 2009

Provided turnkey brand planning and creative direction to clients in retail, healthcare, technology and financial services

Carilion Health System, Director of Marketing, 2004 - 2007

Guided the brand transformation from Carilion Health System into Carilion Clinic, a \$1.5 billion physician-led, patient-focused clinic

Red Square Agency, VP, ECD/Brand Planner, 2000-2004

Revamped a 25-year-old agency by recruiting new talent, establishing a creative reputation and tripling billings

Mullen Advertising, Associate Creative Director, 1997-2000

Created campaigns for national brands including Wachovia, Winston, Hanes, Thomasville Furniture, Sealy, Virgin Drinks and Siemens

Lewis Advertising, Associate Creative Director, 1996-1997

Chernoff Newman Advertising, Senior Copywriter, 1995-1996

Archer>Malmo, Copywriter/Account Executive, 1992-1995

EDUCATION

Wake Forest University
Babcock School of Management
MBA, 2006

University of Virginia
Certificate in Brand Leadership, 1999

Portfolio Center
Certificate in Advertising Copywriting, 1992

Washington & Lee University
BA, 1991

RECOGNITION

Facebook News & Media
Social Media Manager of the Year, 2017

AAF of Mobile
Creative Director of the Year 2001-2004

Adweek, Agency of the Year
Mullen Advertising, 1998

AAF of Memphis
Copywriter of the Year, 1993

BOARD POSITIONS

Downtown Business Association
Montgomery, AL
Board of Directors, 2018-present

University of Alabama
Communications and Information Sciences
Board of Visitors, 2017-present