

TAYLOR GRIMES

Strategist · Marketing Executive · Integrator

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I'm a strategy nerd who helps global companies build brands that feel useful to culture and loved by consumers. My approach uses distinct positioning as a foundation for integrated marketing that builds belief and drives growth. I call it Cultural Utility.

EXPERIENCE

VP, Global Marketing Communications & Strategy

2024 — Present

Goodyear Tire & Rubber Company · Remote

- Responsible for global brand strategy and integrated marketing communications across the entire portfolio including consumer and commercial messaging.
- Rebuilt the Goodyear and Cooper brands, installing and scaling new and distinct positioning and brand guidelines across the entire organization.
- Launched the first 360 integrated campaign for Goodyear in 5 years driving both brand preference and purchase intent as well as Clio and Effie wins.

Chief Strategy Officer

2023 — 2024

Chemistry Agency · Remote

- Set and enforced the agency's strategic POV, identifying emerging opportunities and raising the overall quality of work.
- Built strong client relationships with Netflix and Five Guys, driving record organic growth in 2024 and industry recognition in 2025.
- Modernized and refreshed service offerings in consumer-centric brand strategy and culture-led social, resulting in triple-digit growth through wins with Domino's and Gametime.

SVP, Head of Business Development

2020 — 2023

The Martin Agency · Richmond, VA

- Developed new business approach resulting in record-breaking revenue growth for two consecutive years.
- Managed pitch teams to a 70%+ win rate against a 30% industry average.
- Led the agency to "Agency of the Year" honors for three consecutive years through high-profile wins and award-winning campaigns.

Earlier experience in brand and integrated communications strategy across Xbox, Taco Bell, Oreo and AXE available on request.

EDUCATION

BS in Journalism & Advertising

2002 — 2005

University of Oregon

I wanted to help "make ads" before I knew what that really meant. When I found a journalism school that took marketing seriously as a craft, I drove 2,060 miles for the opportunity. Being in Eugene put me close to Nike and Wieden+Kennedy, giving me access to some of the best creative thinking in the world before I even graduated.

Media in Ghana, Inaugural Study Abroad Program

Summer 2003

Accra, Ghana

Understanding culture as an outsider is the best training a strategist can get. My internship involved printing billboards for Coca-Cola and Guinness at a local agency in Accra called Karrington Limited. The training though, was everything else. The people, the food, the noise, the generosity, the reality of West African life that you can't really understand until you're standing in the middle of it. I returned a better strategist, and a better human.