TAYLOR GRIMES

Brand & Creative Strategy Leader

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PROFILE

Global marketing and brand leader building category-defining brands that drive growth through cultural relevance and insightful, compelling creative campaigns. Specializes in brands with complex stakeholder systems, from franchisees and dealer networks to global teams and partners, building strategies clear enough that everyone can run with them. Skilled at relaunching and revitalizing brands, building high-performing teams, and delivering effective, data-informed, award-winning work.

CORE STRENGTHS

Global Brand Strategy & Positioning · Brand Portfolio Architecture · Creative Strategy · Brand Systems & Guidelines · Integrated Marketing Communications · Data-Informed Campaign Strategy · Marketing Effectiveness & Business Analysis

EXPERIENCE

VP, Global Marketing Communications & Strategy 2024 – Present
Goodyear Tire & Rubber Company - Remote

- Own global brand strategy and integrated marketing communications across the entire portfolio including consumer, commercial, retail, sales, product, and racing.
- Rebuilt the Goodyear and Cooper brands end to end, authoring the global brand POVs and brand portfolio architecture, and installing distinct new positioning, brand guidelines, and values across 15 markets and 60,000+ associates.
- Launched Goodyear's first global campaigns in over five years, integrating marketing functions and verticals to create true 360-degree integrated messaging and experiences that lifted brand preference by 4 points and purchase intent by 2 points, earning Clio and Effie wins.

Chief Strategy Officer 2023 – 2024
Chemistry Agency - Remote

- Set the agency's strategic POV and long-term plans, identifying emerging opportunities and raising the quality of work across a portfolio of existing clients, new business, and integrated agency functions.
- Built relationships with clients including Netflix and Five Guys, driving record organic growth in 2024.
- Worked directly on Children's Healthcare of Atlanta, building communications that earned the trust of families at their most vulnerable moments.
- Modernized process and refreshed service offerings (social, integrated campaign development, data & analytics), producing triple-digit growth through new business wins with clients like Domino's and Gametime.

SVP, Head of Business Development 2020 – 2023
The Martin Agency — Richmond, VA

- Built a new-business strategy that delivered record-breaking revenue growth, leading pitch teams to an average win rate above 70% versus a 30% industry average with wins like CarMax, Snap, Coinbase, and Papa Johns.
- Led the winning pitch for Opella (consumer health: Unisom, Icy Hot) and designed the process that guided its strategic and creative communications globally.
- High-profile wins and impactful campaigns helped secure "Agency of the Year" honors three consecutive years.

VP, Group Director of Communications Planning 2018 – 2020
The Martin Agency — Richmond, VA

- Created the Tension Map, a framework that turns consumer pain points into brand opportunities, including an automated COVID map used across Martin's clients; its latest version is AI-driven.
- Pioneered High Value Subculture, an AI-assisted framework connecting a brand's highest-value audiences to the subcultures they love. For AXE, it led to a Fortnite partnership the same year AXE posted its first positive sales quarter in 10 years.
- Built CultureBot, a Slack tool used by 30+ strategists, creatives, and social planners to search a database of cultural events and find brand-relevant moments on any day of the year or within a specific launch window.

Media & Integrated Communications Strategy Earlier Career
Various Holding-Company and Independent Agencies

- Built strategic platforms, integrated campaigns, and cultural relevance for world-famous brands including Domino's (the brand turnaround), Taco Bell, Xbox, and Oreo.

EDUCATION

BS, Journalism & Advertising — University of Oregon
Inaugural Media in Ghana study-abroad program (Accra)