

JAIME GILLIN

PROFILE

Exceptionally versatile communications and marketing leader, content strategist, storyteller, and creative thinker. Adept at liaising between departments, leading teams, and realizing complex campaigns and ideas. Skilled at big-picture strategy; equally attuned to the nuanced details that communicate the ethos, authenticity, and voice of a brand.

Interesting business and marketing problems get my heart pumping. Finding fresh and successful solutions to those challenges is my greatest strength. I'm a nimble, open communicator and a dynamo who puts my all into every project, every time.

EXPERIENCE

Seattle Academy

Chief Marketing and Communications Officer

Aug. 2024 - Sept. 2025

As a member of the senior leadership team at Seattle's largest independent school, I led brand, communications, and storytelling strategy during a time of rapid growth and transition. In a fast-paced, entrepreneurial environment, I shaped messaging and narrative that brought the organization's mission to life—building stronger engagement and visibility across audiences.

I managed a multidisciplinary team spanning content, design, digital, and events, and partnered across departments to advance key initiatives, including the opening of a new 105,000-square-foot campus expansion, the public phase of a \$60M capital campaign, and a full overhaul of admissions communications. A hands-on storyteller as well as a strategic leader, I created and guided content across channels—executive communications, social, publications, and live events—while refining voice, strengthening alignment, and supporting leadership visibility.

Epiphany School

Director of Marketing & Communication

March 2018 - July 2024

I created and executed all aspects of this Seattle independent school's marketing and communications strategy, including digital and print publications, email newsletters, social media, website, advertising, SEO, community engagement, crisis communication, key messaging, and photography and video production.

As a leader of the advancement team, I oversaw brand strategy and tone across all media, platforms, and departments, collaborating closely with the directors of development and admission to secure the financial sustainability and culture of this mission-driven institution. Additionally, I served as DEI Team Lead in 2023-2024, guiding implementation of the school's DEI Strategic Action Plan.

GRAY Media

Director of Editorial & Content Strategy

Oct. 2013 - March 2018

As GRAY Media's creative and editorial lead, I served as editor-in-chief of its print and digital magazines, driving content and brand strategy across all channels and platforms. I also conceived and produced programming, partnerships, and live events that celebrated the intellect and culture of leading design in the Pacific Northwest. I reported directly to the CEO; led the editorial department; and recruited and managed a network of freelance photographers, writers, and designers. I collaborated closely with the executive and marketing teams to set business and communications goals and to develop integrated campaigns for advertisers and industry partners.

Under my creative and editorial direction, GRAY became one of the top four best-selling, highest-circulation regional design publications in North America. In less than four years, I significantly expanded the brand's reach and revenue, securing strategic media and industry partnerships, developing new brand activations across North America, and helping to grow annual print circulation from 10,000 to 300,000 and digital impressions from 20,000 to 3.5 million.

Brand & Content Strategist

Jan. 2016 – March 2018

Short-term contract work with creative agencies to help clients—including a top management consulting firm, an international airline launching a new route, and a tech startup ideating a new approach to prefab and seeking investors—hone brand identity, tone, and key messaging.

Dwell Magazine**Deputy Editor**

July 2010 – Sept. 2013

Wrote and edited stories for the magazine and website; produced and moderated panel discussions for annual Dwell on Design conference (30,000+ attendees).

Liaised with marketing team to conceive and develop custom video series for corporate clients and Dwell.com. Led production team, scouted locations, secured and interviewed subjects, and managed budget.

In 2012, @jaimegillin was named one of the top "10 Design Tweeters to Know Right Now" by The Huffington Post.

Freelance Journalist

2004 – 2014

Short and long-form feature stories about travel, culture, and design for publications including *The New York Times*; *The New York Times Style Magazine*; *Travel + Leisure* (San Francisco Correspondent, 2009-2014); *Surface* (Contributing Editor, 2004-2006); *Sunset*; *Afar*; *Departures*; *Elle Décor*; *Interior Design*; *O Magazine*; and *Town & Country*.

Essays and articles published in books including *A Leaky Tent is a Piece of Paradise: 20 Writers on Finding a Place in the Natural World* (Sierra Club Books); *Vitamin Green* (Phaidon); the NY Times' *36 Hours* series (Taschen); and *100 Greatest Trips* (American Express Publishing).

Travel + Leisure**Features Associate**

Aug. 2002 – June 2004

Assigned, edited, and wrote stories for front of book and arts/culture pages; produced photo shoots; wrangled and interviewed celebrities.

EDUCATION

Bachelor of Arts with High Honors

Wesleyan University

Majors: English, Studio Arts. Elected into Phi Beta Kappa.

Digital Marketing Certificate Candidate

University of Washington Continuing Education

- "Foundations of Digital Marketing" (completed March 2023)
- "Digital Marketing Toolkit" (completed June 2024)