

JAIME GILLIN

PROFILE

I'm a strategic communications and content leader who translates complex ideas into clear, compelling narratives that drive engagement, alignment, and action. Over 20 years, I've led brand storytelling, integrated campaigns, and editorial strategy across journalism, media, and mission-driven organizations, partnering with executive leadership to shape organizational voice and build teams that deliver impact at scale.

I'm drawn to organizations tackling complex, high-stakes challenges. Whether I'm launching a \$60M fundraising campaign, scaling a magazine from 10,000 to 300,000 readers, or shaping executive voice during institutional transformation, I bring both the strategic rigor and creative instinct to get it right.

SKILLS

Strategic Communications & Brand Leadership

Organizational storytelling and narrative strategy, brand positioning and voice development, cross-platform content ecosystems, executive and board-level communications, stakeholder engagement and trust-building, crisis and sensitive communications

Content Creation & Editorial Infrastructure

Magazine development and editorial direction, long-form storytelling, content strategy and editorial ecosystems, copywriting, editing, and brand voice stewardship, multimedia production (photo, video), freelance network development and creative team leadership

Marketing & Audience Growth

Integrated marketing campaigns, digital marketing strategy, social media strategy, email marketing, SEO and analytics, paid media campaigns, performance measurement

Team Leadership & Cross-Functional Collaboration

Multidisciplinary team leadership, freelance network development, cross-functional partnerships, vendor and agency management

Strategic Planning & Execution

Campaign planning and implementation, process development and operational scalability, budget management

SOFTWARE

Adobe Creative Suite, Canva, Beautiful.AI, Google Analytics, WordPress, Finalsite CMS, Mailchimp, Constant Contact, Hootsuite, Microsoft 365, Google Workspace, Trello

EXPERIENCE

Brighton Jones

Director of Content, Richer Life Project (Contract)

Dec. 2025 - current

Contract role developing editorial strategy and content infrastructure for Brighton Jones, a purpose-driven financial advisory firm, as part of its Richer Life initiative. As Director of Content, I established editorial vision, brand voice guidelines, and cross-platform content strategy while partnering with executive leadership to translate the firm's mission into compelling storytelling that positions the firm's thought leadership and deepens client relationships. Current work includes building a flagship magazine from concept through prototype, including scalable processes for story collection, client engagement, and content pipeline management.

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 narrative strategy during a period of rapid institutional growth and transformation. I managed a multidisciplinary team spanning content, design, digital, and events, partnering across departments to advance high-stakes initiatives including the opening of a 105,000-square-foot campus expansion, the public phase of a \$60M capital campaign, and a comprehensive admissions overhaul.

I shaped institutional voice and executive messaging, translating mission into clear, resonant narratives that strengthened community alignment and external visibility. I created and guided content across executive communications, social media, publications, and live events, ensuring every touchpoint reflected the school's values and strategic priorities.

Epiphany School

Director of Marketing & Communication

March 2018 - July 2024

I overhauled the content, communications, and marketing ecosystem of this legacy-focused, mission-driven independent school, establishing an integrated strategy across digital and print publications, email, social media, web, paid campaigns, and multimedia. I launched a new app, led a strategic website transformation to strengthen search visibility, and partnered with executive and department leadership to align communications with institutional priorities and fundraising objectives. Additionally, I served as DEI Team Lead (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 drove content and brand strategy across print, digital, social, and experiential platforms. Reporting directly to the CEO, I led a team of five and managed a network of freelance creatives, collaborating with executive and marketing teams to develop integrated campaigns for advertisers and industry partners. I also helped conceive and launch the GRAY Awards, an international design recognition platform combining editorial storytelling, video, and large-scale live events.

Under my leadership, GRAY became one of the top four best-selling regional design publications in North America. In under four years, I grew annual print circulation from 10,000 to 300,000 and digital reach from 20,000 to 3.5 million through strategic partnerships, editorial excellence, and brand activations across North America.

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)