

# JIMMY GROCE

## Creative Strategist and Project Manager

(586) 907-9596, groce.james@gmail.com, linkedin.com/in/jimmygroce, Chicago, IL

---

### SUMMARY

Creative strategist and project manager with 8+ years across creative, digital, and content work, with extensive experience in creative direction, content strategy, project planning, and cross-functional execution. Built creative and operational systems at Ehbed Energy that supported \$50M+ in signed B2B energy contracts; recent work spans AI quality evaluation, UX research, and client-facing design. MS in Information Design and Strategy from Northwestern University with a specialization in Content Strategy, plus the Google Project Management Professional Certificate. Bridges creative, technical, and business teams to keep strategy aligned through execution.

### CORE SKILLS

**Creative Strategy:** Content Strategy, Creative Direction, Brand Strategy, Brand Voice, Storytelling, Copywriting, Visual Design, Design Thinking

**Project Management:** Creative Operations, Project Planning, Agile Methods, Project Intake and Prioritization, Resource Management, Timelines, Budgets, Stakeholder Communication, Cross Functional Leadership

**Content, Research and UX:** User Research, Usability Testing, Information Architecture, Content Audits, Controlled Vocabularies and Taxonomy, Content Hierarchy, Metadata, UX Writing, Competitive Analysis

**AI and Quality:** AI Enabled Workflows, AI Output Evaluation, Human in the Loop Evaluation, Prompt Engineering, RLHF, Hallucination Detection, Quality Assurance

**Tools:** Figma, Miro, WordPress, Monday.com, HubSpot, Zapier, Mailchimp, Airtable, Jira, Canva, Adobe After Effects, Adobe Premiere Pro, Google Workspace, Microsoft 365, Anthropic Claude

### PROFESSIONAL EXPERIENCE

#### Senior Domain Expert / AI Training Content Specialist

*Mercor AI, Remote, March 2025 - Present*

- Evaluate AI-generated creative outputs across written content, presentations, video, audio, and visual tasks for enterprise projects.
- Review and correct contractor submissions against project-specific standards, providing a senior quality assurance layer within changing RLHF and evaluation workflows.
- Complete 100+ evaluations weekly, including detailed language identification for presentation work and intensive descriptive analysis for video.

#### Project Lead, Content Strategy

*Jim Thorpe Memorial Foundation, Northwestern Practicum Client, Remote, March 2026 - June 2026*

- Led a five-person team through development of a 52-week content strategy, serving as primary project lead for planning, synthesis, and client-facing delivery.
- Developed a Hero, Hub, and Help content architecture around two major event concepts, supported by research, activation plans, budgets, related articles and videos, and evergreen resources designed for discovery by AI search and answer engines.
- Scoped the strategy to the client's real execution capacity, recommending interns for articles and email, the existing marketing director for events, and automation for social; documented the operating model in a strategy presentation and supporting spreadsheet.

#### Creative Director

*Ehbed Energy, LLC, Chicago, IL, April 2020 - October 2024*

- Owned end to end creative direction and project management across brand, marketing, and business development, including copywriting, brand voice, graphic design, video, web assets, and sales materials.
- Built CRM and project management infrastructure across Monday.com, HubSpot, Zapier, web forms, and email marketing, establishing project intake, prioritization, automation, and repeatable workflows.
- Developed training materials and onboarding guides, directed creative contractors, and built systems used to support and train a sales team of up to five.
- Built the brand and operational foundation that supported \$50M+ in signed contracts and helped facilitate an external acquisition of the contract portfolio and team.

#### Creative Project Manager

*Guaranteed Clean Energy, Columbus, OH, Contract, May 2021 - November 2021*

- Managed a creative marketing initiative supporting an energy company joint venture, delivering copywriting, video production, graphic design, and a cohesive branding and sales package.
- Coordinated creative production between joint-venture stakeholders, aligning feedback and approvals to move the branding and sales package from concept through delivery.

## **Digital Marketing Strategist**

*Blitz Metrics, Remote, Contract, January 2018 - December 2018*

- Analyzed Meta campaign performance, optimized content and targeting, and prepared reporting focused on ROI, audience engagement, and content performance for accounts with \$100K+ in monthly ad spend.

## **Brand and E-commerce Designer**

*Jamex Products, LLC, Remote, February 2017 - April 2018*

- Built and launched Boulevard Trends, a B2C Shopify ecommerce brand, leading brand identity, design, web presence, and coordination of supply chain and product quality needs.

## **SELECTED PROJECTS**

---

### **Hestia Harbor**

*Independent Venture, Chicago, IL, 2026 - Present*

- Designing a self-guided mobile and tablet platform built around an interactive 3D town, with 13+ tools represented by locations such as a bakery for recipes and pantry tracking, greenhouse for plant care, and lighthouse for habit tracking.
- Applying competitive analysis, industry research, user research, usability testing, information architecture, and iterative prototyping to each tool and the broader platform while conducting a 10-participant usability study, comparing AI design and development tools, and targeting App Store publication.

### **Civic Lantern, Civic Engagement Platform**

*Northwestern University Capstone, Chicago, IL, August 2026*

- Designed a civic engagement platform for tracking local policy, elections, and government activity through literature review, concept validation, prototyping, usability testing, and roadmap development, with 11 participants across research interviews and usability testing.

### **Independent Web and Brand Design**

*Chicago, IL, 2026 - Present*

- Designed the Piñata Hot Sauce website and developed a draft website for Platform 47 pending owner inputs, creating lightweight brand references and organizing reusable visual and content assets for ongoing updates and future marketing work.

### **Amtrak Rebrand**

*Northwestern University, Chicago, IL, March 2026 - June 2026*

- Developed logo concepts, taglines, and visual identity directions for a team Amtrak rebrand presentation, translating research findings into brand messaging and creative concepts.

### **Healthcare Scheduling Information Architecture**

*Northwestern University, Chicago, IL, August 2025*

- Created an HTML content-pattern hierarchy and Figma wireframe informed by competitive analysis of Psychology Today and Zocdoc.

## **EDUCATION**

---

### **Master of Science, Information Design and Strategy**

*Northwestern University, August 2026, Specialization in Content Strategy*

### **Bachelor of Fine Arts, Theatre Performance**

*Western Michigan University*

## **CERTIFICATIONS**

---

Google Project Management Professional Certificate, Google, September 2026