

JAMIE KOHLER

BRAND STRATEGY DIRECTOR

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ABOUT ME

Strategy Director with 10+ years of turning cultural truths into creative fuel for global brands. I've partnered with Walmart, Jeep, Kellogg's, KFC, Nintendo, and Bank of America to find what actually makes people care and turn it into creative strategies that move business.

AWARDS

1 Bronze, One Show, Jeep 2026
1 Sliver, Clio's, Jeep 2026
People's Voice Winner, Webby's, KFC, 2026
2 Shortlists, Cannes Lions, KFC, 2025
1 Gold Webby, KFC, 2025
1 Gold LIA, KFC, 2025
4 Gold, 1 Bronze Effies, Kellogg's, 2023
3 Gold, 1 Silver Addys, Kellogg's, 2023
2 Gold, 1 Silver ARF Ogilvy, Kellogg's, 2023
1 Gold Jay Chiat, Kellogg's, 2023

SKILLS

Human-Centered Research
Creative Brief Writing & Development
Cultural Insight & Trend Analysis
Campaign Planning & Architecture
360° Integrated Strategy
Positioning & Messaging
Audience Segmentation

EDUCATION

B.S. in Marketing;
VCU School of Business, 2015

EXPERIENCE

Highdive, Strategy Director April 2024 – June 2026

Clients: Jeep, KFC, Culligan, Mentos, MSC Cruises

Strategic lead on the agency's two largest accounts, responsible for shaping brand direction, leading department operations, and building a faster, more integrated relationship between strategy and creative.

- Rebuilt KFC's cultural relevance through a comeback strategy that became the most successful U.S. digital campaign in brand history - 5x app signups, \$20M in digital sales, and 3.8B+ earned impressions.
- Led strategy and authored the brief for Jeep's 2025 Super Bowl campaign, Owner's Manual, which outperformed the average Super Bowl ad benchmark by 537%.
- Oversaw strategy for MSC Cruises' Super Bowl debut, capturing 92% of total ad-driven engagement and dominating the travel category.

Leo Burnett, Strategy Director March 2020 – April 2024

Clients: Kellogg's, Kellanova, Bank of America, Nintendo, KFC

- Led the development of Froot Loops' first branded game on Roblox, leading to 4 Gold Effies and naming Froot Loops as Most Effective Brand of the Year in 2023.
- Partnered with Twitch to design a digital mascot strategy for Tony the Tiger which became one of the *Top 10 Branded Streams* of all time.
- Expanded Eggo's brand presence by creating its first-ever sonic brand book, including sound identities for the tagline and mnemonic.

DDB, Senior Strategist March 2018 – March 2020

Clients: State Farm, New Business

- Senior Strategist on State Farm, responsible for developing and briefing over \$800M in media and creative ideas across broadcast, partnerships, social, display and shopper.
- Worked on high priority pitches for the agency across insurance, meal delivery, alcohol, automotive and retail.

The Mom Complex, Strategist May 2015 – March 2018

Clients: Walmart, J&J, Chobani, Kimberly Clark, Pinterest

- Led day-to-day qualitative research uncovering the good, bad, and ugly truths of modern parenthood.
- Turned cultural insights into actionable strategies, helping retail and CPG clients better connect with parent audiences.