

# JEREMIAH GRANDEN

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## EXPERIENCE

ADI GLOBAL DISTRIBUTION • IRVING, TX • 2022 – 2023

### Global UX Strategy Leader

- Evaluated prospective corporate acquisitions, strategic partnerships, tech-stack development, site enhancements, budget priorities, AI pathways and other major business decisions for multi-billion-dollar distributor
- Thought through, modeled, and critiqued UX/CX opportunities to drive 20-30% digital year-over-year growth
- Served as interim digital merchandising manager for ADI UK/Ireland from January to April 2023. Region hit budget for the first time in more than three years during this period. Also salvaged team morale
- Wrote early proof-of-concept evaluating ChatGPT opportunities and risks
- Developed business rules for computer-automated product naming
- Participated in cross-organizational *kaizens* on topics ranging from freight policy to promised delivery date
- Fostered a culture of innovation through a variety of mechanisms, including round-table discussions, SWOT sessions, close reading of industry papers and paid consulting reports, among other methods
- Appointed Six Sigma Business Excellence Champion and Resideo (ADI's parent company) Talent Ambassador

ADI GLOBAL DISTRIBUTION • IRVING, TX • 2021 – 2022

### Digital Copywriter

- Received award for developing elegant, uniform product-naming conventions for ADI's product inventory, establishing user-friendly titles for security cameras, pro AV equipment, cabling, and more. Conventions resulted in estimated \$150 per product revenue boost
- Awarded Teammate of the Month award in April 2022
- Promoted from individual contributor to leadership team after seven months in copywriter role

POSTMARKETISM • FORT WORTH, TX • 2018 – PRESENT

### Writer, Strategist, Co-founder

- Wrote copy, content, and technical copy for entertainment, finance, manufacturing, real estate, cryptocurrency, medical devices and other domains

WALMART ECOMMERCE • SAN BRUNO, CA • 2016 – 2018

### Contract Copywriter

- Voiced Sam's Club private label for major rebranding initiative. Strategic emphasis was on elevating brand quality and connecting with a younger, more cosmopolitan audience, resulting in 20-30% brand sales growth.
- Invented "polyphonic response model," a prototype designed to field online complaints in 36 different voices
- Wrote product page copy, packaging content, and marketing collateral. Called a "magician" by teammates

GEORGIA TECH, CENTER FOR INTERNATIONAL STRATEGY, TECHNOLOGY & POLICY • ATLANTA, GA • 2015 – 2016

### Consultant

- Contracted to perform network analysis on European natural gas infrastructure for university research initiative. Specific activities include: developing computer models, selecting appropriate mathematical measures to best capture phenomena of interest, locating strategic points in supply networks, simulating system changes (e.g., the impact of new pipeline construction), examining the relationship between gas infrastructure and European geopolitics, and generating major reports

GEORGIA TECH, CENTER FOR INTERNATIONAL STRATEGY, TECHNOLOGY & POLICY • ATLANTA, GA • 2014 – 2015

### Program Manager/Researcher

- Directed communications activities for the Center, including writing articles for university websites, crafting promotional emails for an audience of 3,000+, designing digital posters and flyers, and producing videos
- Generated "grade A" written analysis on strategic issues. Specialized in subjects that link industry, commerce, and politics

- Planned more than 20 public talks, dinners, and panel discussions. Offered additional value as “dinner guest” via ability to guide and contribute to high level discussions. VIP guests include US Undersecretary for Arms Control and International Security, US Ambassador to the African Union, and Azerbaijan Ambassador to the US.
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## EDUCATION

GEORGIA TECH • ATLANTA, GA

**Master of Science in International Affairs**

MISSOURI STATE UNIVERSITY • SPRINGFIELD, MO

**Bachelor of Arts in Creative Writing with Theatre Minor**

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## SELECTED COURSEWORK & CERTIFICATIONS

Lean Change Agent (2023); Applied Systems Thinking; Military Simulations; Scenario & Path Gaming; Microsoft AI for Business (2023); Research Methods (Quantitative & Qualitative), Microsoft Power Apps (2022); Creativity & AI – Artificial Creativity (2023); Introduction to ArcGIS; Modeling, Forecasting & Decision Making; International Relations Theory; International Security, Contemporary Theatre, Modern Theatre, Acting I

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## MILITARY EXPERIENCE

UNITED STATES MARINE CORPS • WORLDWIDE

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## VOLUNTEER EXPERIENCE

DAGGETT MONTESSORI PTA • FORT WORTH, TX • 2023 – 2024

### **School Dance Chair**

- Plans and coordinates student dances. Specific activities include: selecting event themes, creating promotional flyers, hiring DJs and food vendors, making financial decisions, MC'ing contests, and recruiting volunteers
  - Weighs in on organizational issues at the leadership level
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## ADDITIONAL PROJECTS

### **Screenwriting**

Placed nine separate screenplays and TV pilot scripts in contests and festivals since October 2021. Made the *Coverfly Red List for Top 20 Action Projects* in October 2023. Placements include the Austin Film Festival, Screencraft Action-Adventure 2023, the L.A. Neo-Noir Film Festival and others.

### **Literary Writing**

Placed fiction, poetry, humor, and folklore research in a range of digital and print publications, including *Wry Times*, *Ozarks Watch*, *The Mississippi Review*, *Plots With Guns*, *Z-Composition*, *Lethal Minds* and more

### **Natural Gas and the Russia-Ukraine Crisis (Contributor Acknowledgement)**

Energy security and statecraft piece by Dr. Adam Stulberg. Published in *Energy Research and Social Science* (2017)