

CONNECT

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MAKE GOOD CHOICES.

LORI GRUBBS, CPSM



The power words hold have fascinated me since I was a child. I remember constantly writing short stories and letting my imagination run wild. With the right words, you can tell a story no one has heard yet, explain a new concept, share your knowledge and experiences with others, or encourage a friend who needed some positivity. And often in my case, I could convince my sisters to do something I knew would eventually get us in trouble.

Fast forward 20+ years to the digital world that we now live in and we are constantly bombarded with messaging 24/7. How do you break through all the clutter? As a marketer, that is always the challenge we face. It's not an easy answer. But we know that at the intersection of well-crafted messaging, impactful graphic design, and campaign strategy lies the answer.



*We all have a story to tell.
It's about finding the right
messages for the right
audiences at the right time.*

MEET THE MARKETER

1. THREE WORDS THAT DESCRIBE YOU

Creative, loyal, planner.

2. MY DREAM INVENTION

It already exists: AIR CONDITIONING!

3. FAVORITE MOVIE

Every few years it seems to change, but for now, Wonder Woman (2017) takes the top spot. Who doesn't admire Gal Gadot? The world could use more heroines (on screen and off).

4. CAREER DEFINING MOMENT

After 22 years working in agency, non-profit, and corporate positions, launching a marketing agency to help clients build on their successes has been a career high! I love that I can help other firms, tap into my creativity, and have fun - all at the same time!

5. MOST UNIQUE PERSONALITY TRAIT

I'm a glass half-full kind of person. Always look for the positive! #Brightside

6. FAVORITE PHRASE

"I'll Google it."

25+

Regional and National
AEC Marketing Design
Awards in Five Years

ABOUT JAM IDEA AGENCY

JAM Idea Agency is a multi-talented, creative consulting team that can't wait to help you move the marketing needle towards real success. Marketing should support operations and drive results. Everything we do is tied directly back to your business goals. We can talk big-picture strategic initiatives and also implement step-by-step tactics. Our marketing makes a difference.

We always strive for purpose over popularity. What you do and why is critically important to you, your employees, and your clients. You are unique. You are special. Your marketing should be too. Just because something works for someone else, does not mean it will work for you. Let's find your exact equation for success from promotion through operations. We create results that matter to you with marketing that has meaning.

We have jammed with a wide range of organizations including art/cultural, hospitality, non-profit, accounting/finance, real estate, architecture, engineering, and construction.

#JAM. #Abandon sameness. #Reject mediocrity. #Break ordinary.



ABOUT LORI

Lori is a Certified Professional Services Marketer with 22 years of experience in internal/external communication and graphic design for non-profit, corporate, business-to-business, and professional service firms. She is known for her creativity, enthusiasm, and passion for storytelling, so naturally, marketing was a perfect fit. Lori sees inspiration in everything around her. She secretly (or now, not so secretly!) hoards design samples and ideas that she collects from everywhere she goes.

CREDENTIALS

EDUCATION // STEPHEN F. AUSTIN STATE UNIVERSITY

Bachelor of Science (BS), Journalism with an emphasis in Public Relations

CERTIFICATION // CERTIFIED PROFESSIONAL SERVICES MARKETER

Society for Marketing Professional Services

AWARD // ROCK OF THE CHAPTER

Society for Marketing Professional Services

AWARD // MEMBER OF THE YEAR

Society for Marketing Professional Services

PREVIOUS EXPERIENCE

VISUAL COMMUNICATIONS MANAGER

LJA ENGINEERING

Houston, Texas

MARKETING MANAGER

JONES|CARTER

Houston, Texas

MARKETING MANAGER

ANSLOW BRYANT CONSTRUCTION

Houston, Texas

SR. MARKETING COORDINATOR

GUNDA CORPORATION

Houston, Texas

COMMUNITY RELATIONS DIRECTOR

THE CENTER FOR HEARING AND SPEECH

Houston, Texas

ASSISTANT ACCOUNT MANAGER

FOGARTY KLEIN MONROE

Houston, Texas

EXPERTISE

- Graphic Design
- Marketing Strategy
- Branding
- Communication Campaigns
- InDesign Training
- Public Involvement
- Digital Marketing