

ELLEN

Ellen Foord

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PORTFOLIO

As a writer-turned-content strategist-turned-creative director, I create insightful strategies, engaging brand campaigns, and effective messaging for clients ranging from VCs to Fortune 100 corporations. A do-gooder at heart, I'm a creative leader who took a non-linear path to the agency world, where the same insatiable curiosity, abundant energy, and impatience with the status quo that got me in trouble as a kid became my creative superpower.

Experience

Freelance

Creative Director (10/2022–present) Work collaboratively with clients to develop brand strategy & identity, campaign concepts, copywriting, product development, and more.

GYK Antler

Creative Director (11/2021–09/2022) Successfully created, pitched, and executed multi-disciplinary brand campaigns for prospective and AOR clients.

Forge Worldwide

Managing Creative Director (03/2020–11/2021) Reimagined agency positioning and identity. Expanded and managed creative team. Directed the conceiving, pitching, and production of multi-disciplinary creative campaigns and rebranding projects.

Mechanica

Director of Social & Content (11/2018–11/2019) Managed expansion of agency's digital/social creative capabilities. Oversaw development of social strategy, creative concepts, and campaign. Produced social content. Established in-house video production capability.

Catchfire Creative

Creative Director (09/2017–10/2018) Directed conceiving and execution of brand campaigns. Managed and grew the creative department. Established agency competency in creative strategy.

Director of Content (02/2017–09/2017) Managed content team and creative content production. Developed and pitched inbound strategy proposals, managed editorial calendars, produced email marketing campaigns, reported performance metrics to monthly inbound retainer clients, and launched an in-house content production studio.

Hawthorn Creative

Copywriter, Content Strategist (06/2016–02/2017) Researched, pitched, and wrote journalistic-style stories and travel articles. Initiated agency production of social content for clients. Overhauled the agency's social strategy to increase engagement and brand reach.

Scripps Networks Interactive (Now Discovery+)

Creative Content Contributor (04/2013–06/2016) Regular contributor to DIY Network, HGTV, and Food Network. Produced 200+ pieces of digital content including tutorials, articles, photography, and video.

Clients

Hasbro:	CamelBak	Sallie Mae	Embark Vet
<i>Play-Doh</i>	Kodiak Boots	Liberty Mutual	Avel eCare
<i>My Little Pony</i>	Cat's Pride	Valo Ventures	AllWays Health Partners
<i>Monopoly</i>	Green Giant	Kronos	HGTV/DIY Network
<i>Peppa Pig</i>	LaCroix	Dr. Elsey's	Hand-in-Hand Soap
<i>PJ Masks</i>	Timberland	Cybereason	RISE Dispensaries

Education

University of New Hampshire

BA, Anthropology (Summa Cum Laude, Presidential Scholar)

Skills

Creative Direction, Copywriting, Creative Leadership, Creative Strategy, Brand Strategy, Video Production, Pitching/Presenting, Adobe Creative Suite, Creative Mentorship

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