

# ELLEN BARNETT

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## Results-Oriented Communications Expert | Omni-Channel Communications Leader | Dynamic Storyteller

*Developing, leading, and managing strategic internal and external communications, content production, and media relations to engage with audiences, elevate organizations, and advance development efforts globally.*

### CORE COMPETENCIES

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Strategic Communications  
Crisis Communications  
Advertising  
Website Content Writing

Corporate Communications  
Content Strategy  
Video & Script Writing  
Social Media Marketing

Internal Communications  
Storytelling  
Writing & Editing  
Marketing Strategy

### PROFESSIONAL EXPERIENCE

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#### **UP&UP BRAND & MARKETING AGENCY** | Greenville, SC

##### ***Brand Strategist and Creative Director (Remote)***

February 2022 - November 2022

Brand Strategist and Creative Director for 23 university brand, advertising, and marketing across web, digital, print, collateral, enrollment, and internal communications. Tasked with setting strategic communications plans, supporting executive teams, and writing stories and content that engage audiences, build brands, and generate substantial results. Led and mentored a team of strategists, copywriters, and art directors to create compelling, dynamic campaigns to support admissions and advancement goals.

- Grew the brand portfolio from 16 - 23 clients within 8 months by developing robust advertising and marketing campaigns
- Developed strategic communications strategies and media outreach materials for Westminster University Marketing Institutional Advancement efforts based on institutional priorities, including creating high-value campaign communications across channels and platforms
- Conceptualized, developed, and built consensus for targeted content for best-in-class engagement communications; wrote essential brand strategy and leadership materials for Carson-Newman University

#### **NORTHEASTERN UNIVERSITY** | Boston, MA

##### ***Director of Internal Communications - Human Resources***

June 2020 - January 2022

Director and content creator for all employee-related communications across digital (video, social media, websites) and traditional platforms. Led a team across a dynamic, complex global environment.

- Conceptualized and produced content for three comprehensive University websites (internal and external) across 13 global campuses
- Established employee well-being initiatives, including a Mental Health Resources platform in partnership with the Deputy CHRO
- Introduced and facilitated quarterly University Town Halls for the faculty and staff in response to COVID-19, worked with key stakeholders and leaders across colleges and departments
- Streamlined and centralized internal communications through the launch of the first global newsletter for faculty and staff

**Launch Content Strategist**

October 2019 - April 2020

Lead Strategist and Writer for introducing priority global Mental Health and Wellness initiative **Find@Northeastern**. Led a cross-functional team of physicians, clinicians, administrators, and creatives to develop a program brand platform and write and roll out multi-channel communications across the global campus.

- Devised a strategic multi-channel mental health and wellness communications strategy, writing and directing the creation of evergreen content targeted to faculty, medical staff, student body, and campus leadership
- Created protocols and a brand messaging platform by building consensus and gaining organizational buy-in across university leadership, marketing, and program directors
- Launched and developed a comprehensive mental health campaign for a first-of-its-kind program that inspired an immediate and overwhelming response

**GRADIFI | Boston, MA****Brand Director**

May 2018 - February 2019

Director of brand messaging and chief content writer of content across all channels, charged with leading the repositioning of brand and innovating communications across B2B, B2B2C, and B2C audiences.

- Crafted 100% new content across omni-channel communications, directed content strategy and wrote copy for repositioning product
- Contributed to 2x corporate growth by producing B2B, B2C interface content, all pre-/post-sales materials, website, demos, print advertising, explainer videos, third partner communications, emails, paid and organic social advertising in collaboration with the UX team
- Increased click-through rate by 82% within the first 90 days by establishing social media strategy, processes, and protocol

**BARNETT CREATIVE | Boston, MA****Director of Content Strategy**

March 2002 - May 2018

Lead strategist and content creator specializing in targeted communications and marketing development, and editorial communications programs, with data-smart strategy, copy, and content that invigorated digital and traditional multi-platform communications.

- Conceptualized, developed, and delivered B2B content in digital, video, social media, and collateral materials for Harvard Business Publishing, partnering with a cross-section of university experts
- Achieved a 70% employee buy-in for Fidelity Investment's employee communications campaign throughout the 40,000+ person University of California
- Contributed to a 32% increase in applications over three years by leading a brand refresh, website redesign, and creation of multi-platform communications for The Newman School

*Additional Experience as Creative Director (**SMASH Advertising**), Associate Creative Director (**RAPP Worldwide**), and Copywriter (**Ogilvy Worldwide**)*

**EDUCATION****COLLEGE OF THE HOLY CROSS | Worcester, MA**

**Bachelor of Arts degree in English Literature, with Honors**

**PROFESSIONAL DEVELOPMENT**

Copywriting, School of Visual Arts

**HONORS AND ACHIEVEMENTS**

One Show; Print Annual; IHAF; Ozzies; Communications Arts; Apex; CASE Awards