

ELLEN BARNETT

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Strategic Communications Leader | Omni-Channel Content Creator | Dynamic Storyteller

Accomplished Communications Strategist; passionate internal and external audience content expert, experienced in strategic marketing planning, developing, and implementing multi-platform, targeted marketing campaigns.

CORE COMPETENCIES

Communications Strategy
Project Management
Press Engagement
Crisis Communications

Content Strategy
Outreach Campaigns
Digital Campaigns
Web-based Communications

Team Leadership
Educational Program Campaigns
Print Communications
Audio & Video Communications

PROFESSIONAL EXPERIENCE

ELUNA | Philadelphia, PA

Communications & Brand Director (Consulting)

March 2023 – April 2024

Brand strategist and Communications lead, charged with developing and implementing fundraising and donor campaign strategies to drive sponsorship, partnership and funding development through relationship and outreach campaigns.

- Collaborated with executive and board leadership to write, launch communications that increased donors by 18%
- Developed and executed multi-channel fundraising campaigns increasing donations by 32%
- Drove media appearances showcasing young people and volunteers in social media, donor outreach and podcasts

UP&UP BRAND & MARKETING AGENCY | Greenville, SC

Brand Strategist and Creative Director (Remote)

February 2022 - November 2022

Creator of award-winning campaign communications for universities and purpose-driven companies. Wrote and directed editorial, marketing, and social communications to support organizational goals.

- Developed communications strategies and branding that grew the agency portfolio by 30% within an 8 period as a result of tactical brand strategy
- Acted as a resource to staff and supervisor of communications team to create multi-platform strategic communications materials that resulted in average 18% gains in student admissions
- Collaborated with key leadership, students and faculty to build research that generated 98% participation

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. Managed a team across a dynamic, complex global environment while upholding best practices.

- Led internal communications strategies and content development across 13 global campuses
- Managed creation of three (3) 30+ page internal websites, writing, overseeing, executing on content and design
- Established fresh HR Employer Brand across external and internal communications driving staff increase of 21%

Launch Content Strategist

October 2019 - April 2020

Lead Strategist and Writer for global Mental Health and Wellness initiative at Northeastern University called **Find@Northeastern**. Part of a leadership 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, global program

GRADIFI | Boston, MA

May 2018 – February 2019

Brand Director

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

March 2002 – May 2018

Director of Communications

Founder and communications leader specializing in targeted healthcare, services and education communications and marketing development programs, with data-smart strategy, copy, and content that invigorated digital and traditional multi-platform communications.

- Conceptualized, developed, and delivered “Because” campaign for Sacred Heart Foundation’s Studer Family Children’s Hospital capital raising campaign that generated over \$100M, a 30% increase on its projected goals
- 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: 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

Additional Experience: Head of Communications (**GRADIFI**), Creative Director (**SMASH Advertising**), Associate Creative Director (**RAPP Worldwide**), and Copywriter (**Ogilvy Worldwide**)