**ELLEN BARNETT**

**CONTENT STRATEGIST**

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See my work at [**ellenbarnett.com**](https://www.ellenbarnett.com/)

# SUMMARY

## *Omni-Channel Communications Expert and Content Strategist for Dynamic Organizations*

Award-winning creative leader/writer with 20+ years of experience reenergizing communications for higher education, health care, and technology. I create communications that build relationships, impassion audiences, and drive results.

# PROFESSIONAL EXPERIENCE

## NORTHEASTERN UNIVERSITY • Boston, MA Communications Associate Communications Director

*JUNE 2020 - ONGOING*

Creative lead and content writer for Human Resources rebrand and university-wide NEW DAY systems transition. Tasked with implementing major overhaul of communications via university-wide cross-channel communications initiatives targeting global employee base through and past the Covid-19 crisis.

* Strategized, wrote, and directed the implementation of two Human Resources websites for internal and external audiences, creating wholly new positioning and messaging for HR at Northeastern.
* Lead the HR rebranding effort throughout all levels of employee communications, culminating in a successful implementation of a global, university-wide newsletter
* Created, from strategy through creative direction and content, all multi-channel communications for the university’s multi-million dollar NEW DAY systems initiative, including video, websites, one sheets, and collateral

## NORTHEASTERN UNIVERSITY • Boston, MA Launch Content Content Strategist

*OCTOBER 2019 - APRIL 2020*

Lead Strategist and Writer for introduction of priority global Mental Health and Wellness initiative

**Find@Northeastern**. Tasked with leading a cross-functional team of physicians, clinicians, administrators, and creative to develop program brand platform and write and roll-out multi-channel communications across 12 global campuses and 30+ colleges, centers, and institutes.

* Devised strategic 2-year multi-channel mental health and wellness communications strategy, writing and directing creation of evergreen content targeted to faculty, medical staff, student body and leadership
* Built consensus and organizational buy-in across university leadership, marketing and program directors to create protocol and brand standard messaging platform
* Launched and developed comprehensive mental health program for students that inspired immediate and overwhelming response and initiated first-of-its-kind joint program/student mental health publication

## DANA-FARBER CANCER INSTITUTE • Brookline, MA

### **Editorial Content Director**

*MARCH 2019 - JUNE 2019*

Director and Content Strategist for DFCI publications and Writer of comprehensive campaign case for support and attending materials.

* Aligned with senior management team, organizational leadership, trustees, and board to write $2B capital campaign and targeted messaging platform
* Led efforts to create more dynamic emotional impact in all DFCI donor publications and attendant materials
* Created a centralized resource of stories and content for use within the greater 4,000+ DFCI organization

### **GRADIFI** • Boston, MA

#### Brand Director

*MAY 2018 - MARCH 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, B2C audiences.

* Utilized expertise to direct content strategy and write copy to reposition product, coordinating with departmental stakeholders to craft 100% new content across omni-channel communications
* Worked with UX team to write B2B, B2C interface content, all pre-/post-sales materials, website, demos, print advertising, explainer videos, third partner communications, emails, paid and organic social advertising, contributing to 2x corporate growth
* Orchestrated an 82% increase in click through rate over 3-month period by observing digital user data to establish social media strategy, processes, and protocol

## BARNETT CREATIVE • Boston, MA

### **Director of Content Strategy**

*MARCH 2002 - MAY 2018*

Vibrant writer, communicator, and creative problem solver with a ‘roll-up-my-sleeves’ approach. Specialized in infusing development and editorial communications programs with data-smart strategy, copy, and content that invigorated digital and traditional multi-platform communications.

* Partnered with cross-section of university experts to fluently conceptualize, develop, and deliver B2B content in digital, video, social, and collateral materials for Harvard Business Publishing
* Spearheaded Fidelity Investment’s 40,000+ person University of California communications for employee funds. Resulted in 70% employee buy-in. Strategy through all content development for award-winning effort
* Creative lead & content: Lesley University, Harvard University, Adelphi University, Dana-Farber Cancer

Institute, University of Global Health Medicine; The Dimock Health and Human Services Center; A&E

## SMASH ADVERTISING • Boston, MA

### **Creative Director/Content**

*JANUARY 2000 – MARCH 2002*

Lead a highly focused team copywriters and designers to conceptualize, develop, and deliver B2B and B2C multi-channel communications for three major cable networks from launch to targeted assets.

### **RAPP WORLDWIDE** • New York, NY, London, England

#### Associate Creative Director

*MAY 1995 – JANUARY 2000*

Launched and executed break-through award-winning omni-channel campaigns in B2B,

B2C brands in Technology, Automotive, Travel, Beverages, Telecommunications, and start-ups.

### **OGILVY** • New York, NY, London, England

#### Copywriter

*MAY 1988 – MAY 1994*

Contributed game-changing creative positioning for established, legacy brands, collaborating with senior leadership and internal and external global stakeholders to drive winning campaigns.

# CORE COMPETANCIES

Strategic Communications • Brand Strategy & Execution • Targeted Demand Generation

Editorial • Digital Marketing • Copywriting • Content Development • Collateral • Video

# EDUCATION & PROFESSIONAL DEVELOPMENT

**College of the Holy Cross •** BA, Honors English Literature

**School of Visual Arts •** Copywriting

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