**ELLEN BARNETT**

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

*Accomplished storyteller and communications expert, passionate healthcare equity advocate, experienced in planning and execution of multi-platform, targeted marketing and content campaigns.*

**CORE COMPETENCIES**

**Communications Strategy Content Strategy Team Leadership**

**Press Engagement Digital Campaigns Print Communications**

**Crisis Communications Marketing Strategy Audio & Video Communications**

**PROFESSIONAL EXPERIENCE**

[**ELUNA**](https://elunanetwork.org/)|Philadelphia, PA

***Communications & Brand Director (Remote)*** March 2023 - Present

Brand strategy and communications lead, charged with developing brand-rich, targeted communications; developing a robust social media platform and executing donor-related communications initiatives that elevate the brand, spur action and build donor relationships.

* Originated brand platform to suit the name and values of a decades old non-profit
* Conceptualized and executed brand-literate multi-platform communications including press kits, brand books, talking points, fact sheets, brochures, email templates, and targeted donor relations materials
* Amplified Eluna’s presence as a leader and changemaker via press engagement and robust editorial calendar and social media strategy

[**UP&UP BRAND & MARKETING AGENCY**](https://upandup.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 and supervised communications initiatives and brand development successes that grew the agency portfolio by 32% within an 8 period as a result of tactical brand strategy
* Planned and implemented multi-platform strategic communications materials that resulted in average 18% gains in student admissions
* Content strategist and creative director on the creation of 6 websites, 14 digital marketing campaigns, 5 brand strategies and 4 online and print viewbooks and communications campaigns within a 6-month period

[**NORTHEASTERN UNIVERSITY**](https://www.northeastern.edu/)|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 comprehensive internal websites, overseeing content and design
* Established and sustained a fresh Employer Brand across external and internal communications

***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**](https://gradifi.com/) **|** 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**](https://www.ellenbarnett.com/) | Boston, MA

***Director of Communications*** March 2002 - May 2018

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***](https://www.rapp.com/)*), and Copywriter (*[***Ogilvy Worldwide***](https://www.ogilvy.com/)*)*

**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**