

Paul Ford

Creative Strategist | AI Messaging & Campaign Lead

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GetPaulFord.com

25 years, leading creative and messaging strategy for Fortune 500 companies including Microsoft, Intel, SAP Concur, AT&T, Comcast, Netflix, and national healthcare organizations. Turn the most complex ideas into clear campaigns that move markets. Founder of MPai, an AI-powered campaign platform built to turn creative strategy into strong first-draft copy at scale.

Clients turn to me to:

- **Translate Complex Technologies into Persuasive Narratives**
Shape clear narratives for AI platforms and enterprise technologies—turning complex ideas into messaging people understand and act on.
- **Develop Full-Funnel Campaign Strategy**
Design integrated campaign systems—from brand narrative to demand generation—built for performance and measurable impact.
- **Shape Long-Form AI & Enterprise Content Strategy**
Lead development of enterprise-grade ebooks, reports, launch materials, and educational assets that drive understanding, adoption, and demand.
- **Craft AI-Enhanced Creative Workflows**
Engineer and deploy AI-assisted content systems that scale output while protecting strategic integrity and brand voice.
- **Direct & Write the Work**
Lead concept development and write the work across product launches, ebooks, landing pages, social, video, and campaign assets.

Founder & Principal | GetPaulFord.com

Seattle, WA | 2016–Present

Strategic creative partner trusted by enterprise technology, healthcare, and AI-driven organizations. Lead messaging, campaign strategy, as well as long-form narrative and advertising for complex platforms and technical products.

Selected engagements: Microsoft (Azure AI), Intel, SAP Concur, Adobe, Nintex, Gigamon, Highmark BCBS, T-Mobile, WordPress.

Founder & Product Strategist | MPai (Marketing Performance AI)

2023–Present

Created an AI-powered campaign platform that turns simple briefs into complete, first-round copy. Built on proprietary data-ingestion and prompting frameworks developed from my 20+ years of creative direction experience. I also advise enterprise teams on integrating AI into campaign development while protecting strategic clarity and brand voice.

Creative Director | FCB HackerAgency

Seattle, WA | 1999–2016

Led creative strategy and writing for Fortune 500 brands across telecom, healthcare, financial services, and consumer brands. Directed integrated campaigns across television, video, and digital platforms.

Managed multi-million-dollar accounts including Comcast/Xfinity, AT&T, Netflix, Western Union, WaMu, and Blue Cross/Blue Shield organizations while leading creative teams and production efforts.

Education:

Columbia College, BA — History and English