

PAUL FORD

CREATIVE DIRECTOR, COPY | CONCEPTUAL & INTEGRATED BRAND CREATIVE

Microsoft Surface + Windows | Film & Video | Social | Digital | AI-Enabled Creative

Seattle, WA | (206) 948-7849 | paul@GetPaulFord.com | GetPaulFord.com | Selected Samples (PDF)

Creative Director and hands-on copywriter with 20+ years creating integrated advertising and brand storytelling for Microsoft, AT&T, T-Mobile, Comcast/Xfinity, Netflix, NVIDIA and other major brands. Deep Microsoft experience spanning Surface, Windows, security, Azure AI, Microsoft Partner Marketing and emerging technologies. Extensive work including campaign development and review, film/video, social, digital, long-form and product storytelling. Excelled as Creative Director in end-to-end film production leadership. Years of work in ideation, scripting, client pitch, talent/studio direction, shoots, post-production and final delivery. Skills encompass consumer advertising and word-craft, technology fluency and deep AI-enabled creative workflow expertise.

SELECTED QUALIFICATIONS

- Extensive Microsoft fluency: multi-year Surface engagement, Windows, product launches, cybersecurity, AI and emerging-technology marketing across integrated channels.
- Hundreds of TV commercials, videos, online banners, campaigns and other filmed content as lead copywriter and Creative Director for national brands.
- End-to-end production TV and video leadership: concept direction, scripts and treatments, client presentations, production, studio/talent direction, editorial and post-production creative direction.
- Hands-on conceptual writer in all campaign platforms, social, digital experiences, product launches, long-form, and brand storytelling.
- Creative leader experienced directing writers, art directors, designers, production partners, agencies and multidisciplinary teams by example, trust, and adherence to high creative standards.
- Founder of MPai, applying generative AI and structured creative workflows to accelerate strategy, ideation and production while protecting quality, craft and brand voice.

PROFESSIONAL EXPERIENCE

Senior Creative Director / Copywriter & Embedded Creative Partner | GetPaulFord.com | Seattle, WA | 2016–Present

Lead concept development, copy, messaging and integrated creative for Microsoft and other technology brands, working with agency and client teams from brief and creative territory through production and launch.

- Led copy across multi-year Microsoft Surface engagements spanning social campaigns, video, digital advertising, banner creative and product storytelling.
- Created extensive Microsoft Windows and security marketing across social, video, digital and long-form content, translating complex product and cybersecurity truths into clear, compelling audience narratives.
- Wrote Microsoft's best-performing B2B cybersecurity ebook in 2019, combining technical depth with accessible, gutsy storytelling.
- Led product naming and launch narratives for Microsoft Content Understanding for Microsoft Foundry and Microsoft Mesh, including the campaign media and video that shaped its foundational narrative.
- Developed Microsoft social and partner playbooks, videos, banner ads, voice guidelines, enablement frameworks and production best practices to evolve and scale brand voice.
- Create and present creative campaign stories, messaging frameworks, campaign strategies and narrative recommendations to senior stakeholders.

Founder & Product Strategist | MPai (Marketing Performance AI) | 2023–Present

- Created an AI-powered marketing platform based on 20+ years of creative-direction and agency process experience that transforms source intelligence and strategy into reviewable campaign systems and strong copy systems.
- Apply AI-assisted workflows to concept development, writing and iteration while preserving strategic clarity, creative judgment and brand voice

Creative Director / Lead Copywriter | FCB / HackerAgency | Seattle, WA | 1999–2016

Led conceptual advertising, integrated campaigns and writing for major consumer and technology brands across television, video, digital, social, direct and emerging channels.

- Served as lead copywriter and Creative Director on hundreds of TV commercials, videos, online video banner ads and other filmed executions for brands spanning telecommunications, technology, insurance, healthcare, financial services and entertainment.
- Led the complete creative production process: concept development, scripting and treatments, national-brand client pitches, pre-production, studio and talent direction, shoots, editorial, sound and post-production creative direction through final delivery.
- Directed integrated campaign work for AT&T, Comcast/Xfinity, Netflix, T-Mobile, Western Union, WaMu, Blue Cross/Blue Shield organizations and dozens of other national brands.
- Partnered with art directors, designers, strategists, account teams, producers, directors, editors and outside production companies to protect and elevate the core idea across channels.
- Presented creative concepts, campaign platforms and strategic narratives to senior client stakeholders, translating business and audience insight into clear creative territories.
- Led writers and multidisciplinary creative teams while remaining a hands-on concepthor, writer, editor and creative problem-solver in fast-turn agency environments.
- Built consistent brand voices and adaptable campaign systems capable of stretching from major brand moments to intimate performance-oriented interactions.

SELECTED BRAND & CATEGORY EXPERIENCE

Microsoft Surface • Microsoft Windows • Microsoft Azure • Microsoft Defender • Microsoft AI / Foundry • Microsoft Mesh • NVIDIA • AT&T • T-Mobile • Comcast / Xfinity • Netflix • Intel • SAP Concur • Adobe • Nintex • Gigamon • Western Union • Blue Cross / Blue Shield organizations • Healthcare • Financial Services • Enterprise Technology

CORE CREATIVE CAPABILITIES

Conceptual Advertising • Creative Direction • Integrated Campaigns • Film / TV / Online Video • Scriptwriting & Treatments • Film Production & Post • Social-First Creative • Paid Social & Digital • Campaign Platforms • Brand Storytelling • Product Launches • Headlines & Long-Form • Executive Creative Presentations • Talent / Studio Direction • Agency & Production Partner Leadership • Consumer Technology • Microsoft Brand & Product Fluency • AI-Enabled Creative Workflows

EDUCATION

Columbia College — B.A., History & English