

Paul Ford

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Go Beyond Content

Writer, Creative Consultant

GetPaulFord.com, 2016

Creative means to business ends. Kicked up the creative for dozens of Fortune 500, startups, agencies and others to maximize the quality and effectiveness of creative work. Clients include:

- T-Mobile
- Alaska Airlines
- TGI Fridays
- Group Health
- Microsoft
- Goodwill
- EveryMove
- Verizon Wireless

Creative Director and Lead Copywriter

FCB | HackerAgency, 1999-2016

Lead by example. Motivated multiple teams in creative content, strategy and execution for national and Fortune 500 clients, including:

- Microsoft
- Netflix International
- Redfin.com
- Kaiser Permanente
- AAA
- Hyatt
- AT&T
- Western Union
- EmblemHealth
- Multiple Blue Shield companies
- **Go where the action is.** Pioneered every new media opportunity including mobile and video banners, in-app marketing, social media, video game and app development
- **Stay out front.** Led new business pitches as one of the company's highest-rated presenters
- **Guide the growth.** Directed creative for all insurance clients and multiple teams
- **Spread the know-how.** Trained within the company and at national events on creative strategy, marketing and writing
- **Devise the clockwork.** Developed new agency systems including Agile team structures, trafficking, workflow prediction and TV production
- **Be there first.** Created and spearheaded the agency's first successful virtual agency, assembling, managing and directing multiple external teams of creative vendors simultaneously

Education: Columbia College, BA — History and English

Interests My Family, Writing, Theater, Voiceover, Classically-trained singer, Cyclist, Hot Dog Man, Auctioneer, Church Councilmember-Plymouth UCC Seattle

References are easy. Just ask.