

# tracy ford

CREATIVE LEADER ~ STORYTELLER ~ CONTENT CREATOR

Energetic, empathetic creative leader and wordsmith who is as passionate about the work as the team crafting it. Pivots seamlessly between the big picture and the smallest details to ultimately reach the right blend of voice and visuals.

Delivers compelling, customer-centric content and emotionally engaging experiences that create a connection with the brand sure to surprise, delight and inspire.

## the details

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## the smarts

### Bachelor of Arts in English

University of Wisconsin-Milwaukee

## the skills

- creative leader + team player
- passionate writer + skilled editor
- brand voice creator + connoisseur
- inspiring + inclusive collaborator
- strategic thinker + dot connector
- people motivator + mentor

## the passions

- dogs, dogs + more dogs!
- volunteering
- exploring food + wine
- antiquing
- cheering on my teams

## the experience

### Content Manager (January 2023 – September 2024)

Element Marketing Agency | De Pere, WI

- Created and executed integrated strategies aligned with clients' business goals, including editorial calendars and content development which drove engagement and brand awareness for B2C and B2B brands
- Managed and mentored a team of writers. Ensured consistency of brand voice for each client account. Oversaw content creation and campaign development for digital and traditional marketing tactics and channels, including blogs, social media, websites, email, direct mail, magazine, and more to connect dots, meet brand standards, resonate with target audiences and drive results

### Copy Manager, Brand Creative (January 2009 – April 2022)

Kohl's Department Stores, Inc. | Menomonee Falls, WI

- Drove increased brand engagement and exceeded sales goals year-over-year through the creation of curated style inspiration, attention-grabbing promotions, personalized content, exclusive brand launches and innovative solutions for email, homepage, direct mail, magazine, collateral, OOH, in-store marketing, brand packaging and more
- Coached, mentored and managed a team of 16 copywriters and copy editors, plus several freelancers. Motivated cross-functional teams to deliver breakthrough creative for digital and print channels to meet the growth demands of the business and changing needs of the customer
- Spearheaded the editorial point of view and voice for the company's best-in-class loyalty program

### Assistant Copy Manager (November 2006 – January 2009)

Kohl's Department Stores, Inc. | Menomonee Falls, WI

### Copy Chief, Fashion Advertising (April 2003 – November 2006)

The Bon-Ton Stores, Inc. | Milwaukee, WI

### Copywriter, Fashion Advertising (August 1999 – April 2003)

Carson Pirie Scott & Co. (aka Boston Store) | Milwaukee, WI