

# Jess Foster

Downers Grove, IL jess@jessfostercd.com

## PROFESSIONAL SUMMARY

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Creative Director with over 20 years of experience leading award-winning brand platforms for national and global brands. Known for building courageous, culturally resonant work across TV, OOH, digital, social, and experiential. Passionate about visual storytelling and effective brand strategy.

## SKILLS

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### Technical Skills

Graphic Design, Digital Marketing, Content Creation, Social Media Strategy, Brand Identity, Advertising Campaigns, Web Design, SEO Best Practices, Client Presentation, Photography Editing, Creative Direction, Brand Strategy, Visual Storytelling, Design Systems, B2B SaaS Marketing, AI Creative Tools, Concept Development, Campaign Management, Figma, Adobe Creative Suite, Asana, Unbounce, Video Production, Motion Graphics

### Soft Skills

Creative problem-solving, Collaboration, Adaptability, Team leadership, Emotional intelligence, Strategic thinking

## WORK EXPERIENCE

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### Foster & Co. - Founder & Chief Creative

2025 - Present

- Launched and lead a boutique creative studio specializing in branding, website design (Wix/Squarespace), and ongoing marketing support for small businesses, focusing on creative direction and visual identity.
- Provide full-spectrum creative direction from brand strategy and visual identity to content creation, social media, and monthly marketing execution, ensuring alignment with clients' business goals.
- Built and maintain a growing client roster with repeat and retainer-based engagements through high-touch partnership and results-driven creative, applying visual storytelling principles.
- Designed and delivered professional brand platforms that allow busy owners to maintain consistent, polished marketing without needing in-house expertise, leveraging design systems and campaign management.

## **KSV Agency - Creative Director**

*2023 - 2025*

- Led integrated brand campaigns for NYSERDA and PECO within complex regulatory environments, driving impactful creative direction and brand strategy.
- Directed cross-channel creative across OOH, digital, social, and broadcast, enhancing visual storytelling through innovative concepts.
- Partnered with strategy to reposition legacy energy brands and refine their visual identity, demonstrating strong cross-functional leadership.
- Built and mentored cross-functional creative teams, fostering team leadership and collaboration.
- Drove award-winning work including Platinum Muse Award for PECO, demonstrating excellence in creative execution and campaign management.
- Played key role in new business pitches and agency growth by effectively communicating campaign management strategies.

## **Guaranteed Rate - VP, Creative Director**

*2017 - 2020*

- Oversaw brand transformation across social and digital platforms, enhancing brand strategy and client engagement.
- Directed development of scalable product logo systems and visual architecture for mortgage offerings, utilizing design systems for consistency.
- Partnered with strategy and marketing teams to translate financial education into emotionally resonant, confidence-building content, leveraging AI creative tools for innovative solutions.

## **Manifest - VP, Creative Director**

*2015 - 2017*

- Led multidisciplinary creative teams across Chicago and St. Louis, promoting collaboration and effective project management.
- Directed national TV and integrated campaigns for The Paper and Packaging Board, Primrose Schools, Delta Faucet, and Alamo Rental Cars, achieving recognition for visual storytelling.
- Delivered award-winning work recognized for marketing effectiveness, demonstrating strategic thinking and creative problem-solving.

## **Energy BBDO - VP, Creative Director**

*2014 - 2015*

- Led multiple creative teams on iconic brands including Bud Light, Bud Light Lime-A-Ritas, and Bud Light Platinum, showcasing leadership and creativity in their execution.
- Oversaw integrated campaigns spanning broadcast, social, and retail activation, enhancing brand identity and resonance.
- Built and mentored high-performing art and copy teams, emphasizing the importance of collaboration and team development.

## **Cavalry - Associate Creative Director**

*2012 - 2014*

- Spearheaded the national launch campaign for Redd's Apple Ale, one of the first major hard ciders in the U.S. market, driving brand awareness and trial through integrated TV, print, and retail activation.
- Led creative development for Coors Light and Banquet Beer across broadcast, OOH, digital, and in-store campaigns, utilizing video production and motion graphics skills.
- Created brand positioning and launch creative for Smith & Forge Hard Cider, helping establish its bold, masculine identity in the growing cider category, reflecting effective concept development.

## **Cramer Krasselt Chicago - Senior Art Director / Art Director / Jr. Art Director**

*2004 - 2012*

- Developed award-winning campaigns for Coors Light, Corona, Hyatt, Hilton, Popeyes, Heinz, Ore-Ida, and others, demonstrating excellence in campaign management and execution.
- Earned multiple Chicago Addy awards and featured in Archive Magazine for creativity in design.

## **EDUCATION**

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### **Ringling School of Art - Bachelor's degree**

*1998 - 2000*