Jess Foster

Creative Director

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SUMMARY

Art-driven Creative Director with extensive experience in TV, film, and brand campaigns, skilled in leading integrated creative development from concept to execution. Proven ability to art direct and craft impactful narratives across broadcast, digital, and social media, consistently delivering award-winning work. Expertise includes mentoring teams, optimizing performance creative, and leveraging AI for ideation and production, ready to elevate brand campaigns for [Target Company].

WORK EXPERIENCE

Founder & Creative Director, Foster & Co.

2025 – Present

- Establish brand, content, and design for consumer clients from positioning through finished assets, managing the full scope under a single lead.
- Execute hands-on across web, social, print, and paid media; managed and optimized Meta campaigns (creative, targeting, budgets, iteration), making data-driven decisions to scale or discontinue efforts.
- Leverage AI to accelerate research, ideation, and production while maintaining high creative standards.

VP, Creative Director, KSV

2023 – 2025

- Directed integrated campaigns for PECO and NYSERDA across Out-of-Home, digital, social, and broadcast, tailoring creative for specific channels and audiences rather than using resized templates.
- Spearheaded the PECO 'Elephant in the Room' campaign as Idea Generator, Art Director, and Creative Director, resulting in over 400 project opportunities, 56M+ kWh of energy savings, and an estimated $4.7M in potential incentives, earning a Platinum MUSE award; focused creative impact on business metrics alongside industry recognition.
- Mentored multidisciplinary teams, collaborating closely with strategy, account, and media departments; presented creative rationale to senior stakeholders, championing the strongest concepts.

Creative Director, Guaranteed Rate

2021 – 2022

- Provided in-house creative leadership for a national brand, encompassing TV, digital, experiential, PR, and social media initiatives, integrating deeply within the business unit.
- Revitalized the social media presence by establishing a cohesive visual and verbal system to drive engagement and facilitate scale, developing guidelines and a content cadence that enabled a lean team to operate efficiently without constant Creative Director oversight.

VP, Creative Director, Manifest

2017 – 2020

- Managed Chicago and St. Louis creative teams in developing national campaigns for clients including Primrose Schools, Delta Faucet, and Alamo, overseeing broadcast production and digital/social content.

- Acted as a key liaison across strategy, account management, and clients, ensuring commitments and timelines were met reliably by all teams.

VP, Creative Director, BBDO

2014 – 2017

- Developed and executed broadcast, social, and retail campaigns for Bud Light, Lime-A-Rita, and Platinum; built and led art and copy teams in Chicago, presenting work to senior brand leadership.

Associate CD / Senior Art Director, Cramer-Krasselt / Cavalry

2004 – 2014

- Crafted award-winning campaigns for Coors Light, Banquet, Smith & Forge, Redd's, Corona, Heinz, and Ore-Ida, earning multiple Chicago ADDYs.

EDUCATION

Creative Circus / Portfolio Center, , Art Direction & Design

Ringling School of Art, , Design & Illustration

SKILLS

- Brand strategy
- Voice
- Integrated campaigns across web, content, social, paid
- Briefing, critique & GTM partnership
- Figma
- Google Workspace
- Asana
- Adobe Creative Suite
- Meta Ads Manager
- Runway
- Gemini
- Mentorship & operating model
- Concepting
- Film Direction
- Identity & guidelines
- Messaging frameworks & editorial cadence
- Design systems and templates for lean teams
- Performance creative and honest measurement
- Adobe CC
- Slack
- AI production tools
- Zoom
- Midjourney
- ChatGPT
- Team build
- Art Direction
- Creative Leadership
- TV Advertising