

# JESS FOSTER CREATIVE DIRECTOR

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## PROFESSIONAL SUMMARY

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. Equally strong in conceiving, directing teams, and hands-on execution. Recently launched Foster & Co., a boutique creative studio that delivers branding, websites, and ongoing marketing support for small businesses.

## WORK EXPERIENCE

**Founder & Chief Creative** Foster & Co. 2025 – Present

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

**Creative Director KSV Agency 2023 – 2025**

- Led integrated brand campaigns for NYSEDA and PECO within complex regulatory environments
- Directed cross-channel creative across OOH, digital, social, and broadcast
- Partnered with strategy to reposition legacy energy brands
- Built and mentored cross-functional creative teams
- Drove award-winning work including Platinum Muse Award for PECO
- Played key role in new business pitches and agency growth

**VP, Creative Director Guaranteed Rate 2017 – 2020**

- Oversaw brand transformation across social and digital platforms
- Directed development of scalable product logo systems and visual architecture for mortgage offerings
- Partnered with strategy and marketing teams to translate financial education into emotionally resonant, confidence-building content

**VP, Creative Director. Manifest 2015 – 2017**

- Led multidisciplinary creative teams across Chicago and St. Louis
- Directed national TV and integrated campaigns for The Paper and Packaging Board, Primrose Schools, Delta Faucet, and Alamo Rental Cars
- Delivered award-winning work recognized for marketing effectiveness

**VP, Creative Director. Energy BBDO 2014 – 2015**

- Led multiple creative teams on iconic brands including Bud Light, Bud Light Lime-A-Ritas, and Bud Light Platinum
- Oversaw integrated campaigns spanning broadcast, social, and retail activation
- Built and mentored high-performing art and copy teams

**Associate Creative Director Cavalry 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.
- Created brand positioning and launch creative for Smith & Forge Hard Cider, helping establish its bold, masculine identity in the growing cider category.

**Senior Art Director / Art Director / Jr. Art Director Cramer Krasselt Chicago 2004 – 2012**

- Developed award-winning campaigns for Coors Light, Corona, Hyatt, Hilton, Popeyes, Heinz, Ore-Ida, and others
- Earned multiple Chicago Addy awards and featured in Archive Magazine

## AWARDS

Cannes Silver Lion • D&AD • The One Show • Communication Arts • Creativity • Archive • Chicago Addy Awards • Platinum Muse Award

## EDUCATION

The Creative Circus, 2002 – 2003 Portfolio Center, 2000 – 2001 Ringling School of Art, 1998 – 2000