

Travis Macdonald

CONTACT

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EXPERTISE

- Brand Storytelling & Messaging Strategy
- UX-Driven Creative & Conversion Rate Optimization (CRO)
- Omnichannel Marketing Strategy & Execution
- Content Development & Editorial Direction
- Social, Search & Email Marketing
- Team Leadership & Inspiration

SKILLS

- Figma
- Adobe Creative Suite
- Microsoft 365

EDUCATION

Master of Fine Arts, Poetry

Naropa University

Bachelor of Arts, Creative Writing

Sarah Lawrence College

TRAINING

UX Management Certification

Nielsen Norman Group (NN/g)

Inbound Marketing Certification

HubSpot

CREATIVE LEADER

I believe the best ideas start with genuine empathy and end in audience action. I bring a rare blend of hands-on creative leadership, UX insight, and strategic thinking to every project. Whether we're building a brand from the ground up, launching a new product, or reshaping a digital experience, I equip and inspire my teams to make amazing work that drives real, measurable results.

RELATED EXPERIENCE

Creative Director

2021 / 2025 | MoJo Active

Led creative vision and execution for a variety of Ecommerce and B2B clients. Directed a multidisciplinary team of writers, designers, and art directors to deliver high-performing, brand-aligned campaigns, websites, and digital experiences. Balanced strategic direction with hands-on mentorship, creative reviews, and day-to-day quality control.

- Directed creative strategy and execution for enterprise ecommerce and B2B websites—from early concepts and wireframes through design and launch—with a focus on clarity, usability, and performance.
- Helped MoJo Active earn BigCommerce 2025 Agency of the Year recognition through standout creative, measurable results, and innovative execution.
- Led brand discovery for clients, including personas, messaging frameworks, voice-and-tone guides, brand audits, and competitive positioning.
- Applied CRO principles and UX best practices to boost engagement and conversion across every touchpoint.
- Championed and integrated Figma, generative AI, and other collaborative tools to streamline workflows and elevate creative quality.
- Reviewed and refined all creative output to ensure consistency, clarity, and strategic impact.
- Mentored writers and designers, fostering a collaborative, client-focused creative culture.



Travis Macdonald

Associate Creative Director, Content

2020 / 2021 | JPL

Oversaw integrated content strategy and development for enterprise clients across CPG, B2B, and nonprofit sectors, including branded digital experiences for Hershey.

- Directed SEO strategy, editorial calendars, and multi-channel content
- Oversaw branded campaigns including monthly crafts and recipe features
- Led concept-to-completion execution of branded video shoots
- Coordinated with creative teams to deliver aligned, multi-platform content

Creative Director

2014 / 2018 | Godfrey

Oversaw full-funnel marketing and brand creative for a wide range of industrial manufacturing clients. Unified strategic insight, creative concepting, and omnichannel campaign execution to support complex buyer journeys.

- Directed ACDs, writers, art directors and designers across print, digital, & experiential
- Led tradeshow campaigns, booth design, and messaging system development
- Developed targeted creative strategies for technical industrial markets

Content Director

2018 / 2019 | CNH Industrial

Directed content and communications strategy across North American markets for New Holland Agriculture and New Holland Construction. Developed integrated brand messaging and led cross-functional content execution.

- Managed content across internal teams, agencies, and subject matter experts
- Maintained consistent brand voice across all channels and customer touchpoints
- Oversaw editorial production of four internal publications as well as all brand video and photography

Content Director

2011 / 2014 | Square 2 Marketing

Built and led the agency's content department, scaling services and talent while delivering breakthrough inbound marketing and brand strategy for B2B, B2C, and nonprofit clients.

- Helped secure status as HubSpot's first-ever Platinum Partner
- Created brand voice guides, buyer personas, and messaging platforms
- Launched the agency's first search offering to support scalable demand generation
- Led strategic content plans that drove awareness, engagement, and qualified leads



Travis Macdonald

Senior Copywriter

2008 / 2010 | HK Advertising

Led content and copy development across tourism, government, and gaming sectors with a focus on developing campaign concepts, messaging frameworks, and brand storytelling.

- Helped shape brand tone and campaign strategy for a diverse regional client base
- Wrote and edited copy for statewide campaigns across TV, radio, print, and digital
- Directed recording sessions and photo/video shoots to align with campaign goals

Advertising Director

2004 / 2005 | Hearthstone Real Estate Guide

Launched and scaled the NY Capital Region's first full-color real estate showcase, overseeing internal brand development and multi-channel campaigns.

- Wrote engaging residential and commercial property listings and ad content
- Developed and executed a brand strategy that drove 250% revenue growth in 18 months
- Managed content strategy, client relationships, and publication deadlines

Digital Marketing Director

2005 / 2008 | Grant Writing USA

Directed digital content strategy and email marketing programs for a national training provider, helping to scale reach and engagement across government and nonprofit sectors.

- Wrote and managed email marketing campaigns to drive event attendance
- Optimized landing pages and program content for clarity and conversion
- Maintained brand consistency across digital materials and customer touchpoints

Copywriter & Editor

2004 / 2005 | Freelance

Delivered strategic copy and editorial services for small businesses, professionals, and local agencies across print, web, and marketing campaigns.

- Crafted compelling content for websites, press releases, ads, and marketing collateral
- Edited complex technical documents, from depositions to safety manuals
- Supported brand alignment and message clarity across all deliverables

PORTFOLIO: TRAVISMACDONALD.COM
REFERENCES: AVAILABLE UPON REQUEST