

MOLLY ELWOOD

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Based in Brighton, UK // Seeking UK visa sponsorship

PROFESSIONAL SUMMARY

I am a creative strategist, copywriter, and campaigner. I have over 15 years of experience helping brands and organisations like Impossible Foods, Farm Sanctuary, KEEN Footwear, Jive Software, Microsoft, and HP broaden their reach and drive lasting impact.

In recent years, my work has leaned into my deep knowledge of animal agriculture, the climate crisis, and plant-based eating to build a career centred on education, empathy, and meaningful change. In 2021, I created Elwood's Organic Dog Meat—a viral satirical platform that has reached millions and sparked global conversations about diet, ethics, and the science of change.

I'm now seeking a creative role (with UK visa sponsorship) where I can use my skills to support mission-driven organisations working for people, animals, and the planet.

CORE SKILLS

- **Writing & Strategy:** Brand voice development; campaign concepting; copywriting (ads, web, email, social); editorial, educational, and entertaining content.
 - **Digital & Production:** Website and content management; video scripting and voiceover narration; merchandise creation and fulfilment.
 - **Leadership & Outreach:** Team leadership; writer wrangling; volunteer coordination; activist coaching and support.
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EXPERIENCE

Founder & Creative Director

Elwood's Organic Dog Meat (2021 – Present)

Created and scaled a global viral movement (ElwoodDogMeat.com) that flips the script on meat consumption through dark humour and sharp satire. Millions now engage with the question: why do we love some animals and eat others?

- Built and managed a website with 4M+ unique visitors, translated into 7 languages, with activist-run versions in 9+ countries.

- Created a growing social media, with 92k followers on Facebook and 26k on Instagram.
- Launched billboard, print, and digital ad campaigns—including a London Underground ad that garnered national media coverage and increased UK site traffic by 1600%.
- Featured in *HuffPost* (280k+ views in the first weekend), plus ongoing widespread podcast and editorial coverage.
- Developed merchandise, social campaigns, and ad strategies that engage, provoke, and challenge perceptions.
- Became a sought-after speaker for major vegan and animal rights events and podcasts across the US and UK.
- Oversaw all operations: grant writing, finances, content strategy, social media, volunteer coordination, and international replication.
- Inspired thousands to consider or adopt veganism, as shared via direct messages and community feedback.

Copy Manager & Senior Copywriter

Impossible Foods (2022)

Recruited by CEO Pat Brown to bring edge, wit, and subversive creativity to this plant-based brand's storytelling. Partnered with creative, product, and marketing teams to lead campaigns that challenged conventional food narratives.

- Collaborated with Creative Director to develop a subversive out-of-home (OOH) campaign.
- Shaped voice and tone for new product launches, writing packaging, web, in-store, social, and advertising copy.
- Led Earth Day campaign strategy to promote a scientific white paper authored by Impossible's Founder.
- Wrote signage for Impossible Food stalls at major venues, including Disney World and Seattle's Climate Pledge Arena.
- Created irreverent, on-brand content across blog, web, social, and event channels.
- Developed an accessible, science-backed guidebook for ranchers as part of a pilot carbon sequestration project, working closely with the CEO, scientists, and subject matter experts.

Senior Writer & Editor

Farm Sanctuary (2021 – 2022)

A strategic role at the intersection of animal agriculture, the environment, social justice, and public health. Our small, motivated comms team collaborated with other departments within our non-profit to deliver compelling content to drive awareness and create change.

- Pitched, researched, and wrote blog posts, ads, event copy, video scripts, and magazine articles—ranging from light (“22 Reasons to Go Vegan”) to hard-hitting (an exposé on foie gras).
- Managed staff and freelance writers to ensure quality, consistency, and brand voice.
- Oversaw creation and rollout of email campaigns, creative projects, and website content.

Senior Copywriter

KEEN Footwear (2018 – 2020)

Part of a two-person editorial team supporting KEEN's marketing and e-commerce divisions. Collaborated closely with art directors, product marketers, merchandisers, videographers, and SEO specialists to deliver cohesive brand messaging.

- Wrote 40+ marketing emails per month, achieving open rates of 26%+.
- Crafted engaging website content (20+ module updates per month), blog posts, product descriptions, ad copy, video scripts, signage, swag ideas, and more.
- Helped tell the story of our India tannery's closed-loop water system.

Additional Copywriting Work

2010 – 2017: Jive Software (In-house), CMD (agency), Scout Creative (agency), Sparkloft Media (agency)

EDUCATION

MA, Writing – Portland State University, Portland, Oregon

BA, Creative Writing – Linfield University, McMinnville, Oregon

TOOLS & PLATFORMS

- WordPress, Wix, Squarespace
- Adobe Creative Suite, Canva
- Google Workspace, Asana, Wrike, Trello, Basecamp, Jira, Flow
- Social media scheduling tools, basic HTML, video editing for social content
- APA, MLA, Chicago Manual of Style

References available on request.