

MOLLY ELWOOD

MollyElwood.com | LinkedIn.com/in/MollyElwood | mollyelwood1@gmail.com
UK: +44 783 529 3945 // USA: +1 (503) 853-1063

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, I've leaned deeply into my knowledge of animal agriculture, the climate crisis, and plant-based eating, building a career centred on education, empathy, and meaningful change. I created *Elwood's Organic Dog Meat*, a viral satirical platform that has reached millions, sparking global conversations and shifting the very shape of vegan activism.

I'm currently seeking to establish *Elwood Creates*, a UK-based creative studio that blends art, technology, and activism to tell stories that inspire empathy and systemic change 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/vegan coaching and support.
-

EXPERIENCE

Founder & Creative Director

Elwood Creates (2025 – Present)

Developing a UK-based creative studio dedicated to innovative, purpose-led storytelling that combines activism, design, and emerging technology. Current projects include *Pigéon GO*, a mobile game co-developed with UK partners that uses AI-powered bird recognition to foster empathy for urban wildlife. The studio will also collaborate with mission-driven organisations as a creative agency, producing campaigns, content, and digital experiences that challenge norms and advance positive change.

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?* It has changed the way vegans and non-profits do activism around the world.

- Built and managed a website with 4M+ unique visitors, translated into 12 languages, with activist-run versions in 13+ countries.
- Created a growing social media (92k followers on Facebook and 27k on Instagram).
- Launched billboard, print, and digital ad campaigns; a London Underground ad gained international coverage and increased UK site traffic by 1600%.
- Featured in *HuffPost*, *BuzzFeed*, *Snopes*, *Yahoo! News*, *NowThis*, *BoingBoing*, *The Mirror*, *GB News*, plus various small outlets and widespread podcast and editorial coverage.
- Took over Crufts with 300+ flyers, posters, and menus placed; 60 branded treat bags distributed (including in Cruft's own VIP gift bags); public "dog meat tasting" with 10 activists; 5 videos created; 7 activists (all ejected from the venue).
- 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 Impossible 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 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 CEO Pat Brown's scientific white paper.
- 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 SMEs.

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 web 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 Creative Work

2010 – 2017: Jive Software (in-house); CMD, Scout Creative, Sparkloft Media (all agencies)

EDUCATION

MA, Writing – Portland State University, Portland, Oregon

BA, Creative Writing – Linfield University, McMinnville, Oregon

TOOLS & PLATFORMS

- **Social Fluency:** Instagram, Facebook, YouTube, Twitter/X, TikTok, Threads, Bluesky
- **AI & Creative Workflows:** ChatGPT; exploring Midjourney, Perplexity, ElevenLabs
- **Social & Video Creation:** Mojo, Captions, Enlight, DaVinci Resolve
- **Design & Web:** Canva, Adobe Creative Suite, WordPress, Wix, Squarespace

References available on request.