

# GINNY FIGLAR

t. 971.222.7801 e. [ginny@figlar.com](mailto:ginny@figlar.com) w. [www.figlar.com](http://www.figlar.com)

EDITORIAL DIRECTOR

I'm a purpose-driven storyteller and creative leader who is happiest keeping one hand in the craft of writing while guiding impactful brand communication. I thrive in a collaborative environment where I'm empowered to dig in, solve problems and uncover the most compelling stories to connect with people in clear, powerful ways.

Creative Leadership & Collaboration  
Messaging Strategy & Architecture  
Campaign Direction & Development  
Engaging Content Creation  
SEO Strategy & Integration

## EXPERIENCE

**KEEN Footwear**, Portland, Oregon

**Global Editorial Director**, May 2017–present

Craft seasonal product stories that move the brand forward, developing messaging frameworks for effective cross-channel execution. Oversee editorial development of all fan-facing content, including planning, writing and designing all articles in KEEN Stories, which has increased blog traffic by 500% and revenue by 1000% under my leadership.

**Nike**, Portland, Oregon

**Communications Specialist (ETW)**, July 2013 – March 2015

Led the narrative direction and content creation for Nike's Sustainable Business and Innovation employee engagement site, and helped the Digital Geo Expansion team launch Nike.com in China and Japan.

**Figmeant Creative**, Portland, Oregon

**Freelance Brand Copywriter**, October 2010–May 2017

Developed creative messaging strategies, copy and branding for U.S. and global retail brands, including IKEA, Mountain Hardwear, Hanna Andersson, Target, Anthropologie and SOREL.

**IKEA**, Älmhult, Sweden

**Creative Leader**, January 2009–September 2010

Set the creative direction for the IKEA catalog, as well as other global home furnishing communication, including ads, web solutions and brand initiatives. Led a team of 12 copywriters as part of the senior management team for IKEA's in-house agency, IKEA Communications.

**IKEA**, Älmhult, Sweden

**Senior Copywriter**, November 2005–December 2008

Wrote brand-supporting copy for a worldwide home furnishings catalog with a circulation of 160 million. Created messaging for global communication used in stores, web, catalog and other printed material.

## EDUCATION

**Creative leadership training**, KAOSPilots, Århus, Denmark

**M.A. Journalism**, University of Colorado at Boulder, Environmental Journalism Program

**B.A. Environmental Sciences**, University of Virginia

## ETC.

Scholarship athlete in NCAA Division I Track & Field, currently competing in Masters Track

Volunteer middle school track coach since 2019

Former editor of *The Antarctic Sun* newspaper, based in McMurdo Station, Antarctica