

Ellen McBride Advertising Federation of Greater Hampton Roads 2015 Silver Medal Award Honoree



Few life or death decisions have been made by advertising professionals. That is, unless that professional happens to be Ellen McBride, the 2015 Silver Medal Award honoree.

Since 1984, Ellen has been a vital part of many advertising agencies' creative teams. She has worked at Redmond Amundson & Rice, Goldman & Associates, Lawler Ballard, Earle Palmer Brown, Raoust+Partners, and her own company, McBride Creative, Inc.

Ellen is one of the most awarded copywriters in Hampton Roads. She keeps a low profile by nature, but she has made very significant creative contributions to countless advertising campaigns over the years. Ask any creative director and you'll find she is a Swiss Army knife of creative ideas and good, effective and tasteful copywriting.

Ellen's resourcefulness can also be seen every week in Virginia Beach where, since 2007, she has volunteered as an EMT for the Virginia Beach Volunteer Rescue Squad. She is also the chief of the squad, making her the first woman to hold the position in 31 years, and the second woman in the squad's 62-year history.

Ellen has been awarded in The One Show, the Adrian International Travel Competition, Print Regional Design, the New York Festivals—Radio, Best of the West, Print Industry of Virginia (PIVA), Print's Best Letterheads & Business Cards, selected for the One Club Creative Showcase and has received well over 50 local and district ADDY® Awards.

Her creative talents have driven successful advertising campaigns for Staples, Sentara Health System, Virginia Lottery, American Cancer Society, The Clorox Company, Hope House, Jeanne D'Arc Credit Union and the Naval Aviation Monument. She has shared her talents by mentoring students in advertising design classes at the Virginia Beach Technical and Career Education Center.

Ellen has maintained a very high level of strong, creative work throughout her long career. Her work is not only smart, but she has held fast to high ethics and to keeping her copywriting fresh, many times humorous, and still very effective.

The Advertising Federation of Greater Hampton Roads recognizes Ellen McBride for her noteworthy body of work and ongoing contribution to the community.