

LU@IA DAVIES

I IDEATE. I CREATE. I PERMEATE.

(I ALSO *JUST* ATE, SO I CAN'T GO BACK IN THE POOL FOR 30 MINUTES)

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WHY YOU WANT ME: I project-managed a *human being* to adulthood on my own, and she's in one piece and thriving. Simultaneously, I collected numerous advertising awards and beat the crap out of anything that stood in the way of what I believe is truly great strategic creative. A recent partner dubbed me one-part concept Yoda, a splash of Scarface determination, and the discretion and sophistication of Bond, James Bond. Shaken, not stirred, thank you very much.

EXPERIENCE

SENIOR WRITER

MRM-McCann 2018 – 2020

GSK HCP: Specialized in respiratory/COPD drugs. Led team to develop a series of well-received, HCP-facing, quarterly **GSK TRELEGY**-sponsored COPD magazines for doctors *and* patients. Measure of success: GSK rolled out the same magazine approach all other respiratory drugs in its brand. Also created animated mechanism of action videos; updated the **TRELEGY** website.

ASTRAZENECA DTC: Specialized in **diabetes drugs**. Created “immediate impact” **FARXIGA** broadcast spots (currently airing), and **VOICES OF CHANGE**, a unique, humor-driven video series to be shown in hospitals and doctors' offices. The objective was to help patients self-identify, in an ongoing series that stripped away the popular belief that type 2 diabetes patients have only themselves to blame for their disease (UNTRUE). Developed the new website for **BYDUREON BCise**, along with several online videos for the brand. www.bydureonbcise.com.

NEW BUSINESS: Worked on multiple new business pitches, most notably **NARCAN** and **GSK VACCINES**.

SENIOR WRITER

H4B Catapult 2016 – 2017

THERAPEUTICSMD

Strategized and drove all creative for HCP-facing, unbranded campaign for TherapeuticsMD, a medication for the treatment of symptomatic, post-menopausal women. (see www.vvahurts.com for microsite).

ACD/ STRATEGIST

VIA 2011 – 2013

WELCH'S

Developed all new messaging approach for **Welch's Juices and Jellies**. Conceived and wrote broadcast, radio, print, web, and out of home advertising for Welch's; **State Street Global Advisors**; **DuPont**; **Seagrams**; **Colonial Life**; **Klondike**. Drove the winning new business pitch for **People's United Bank**.

NO GAPS ON ME. JUST THOUSANDS OF MILES AND A FEW YEARS OF FREELANCE

And... a word about freelance. It gives you an opportunity to live a peripatetic life, traveling around the country and having a ball with lots of clients, creative, and agencies. Plus, hotel rooms (weird that I like them, I know).

(off & on: June 2005—August 2016)

Team One: Writer – LEXUS

TRIBAL DDB: ACD – eHARMONY, WELLS FARGO BANK

THE DESIGNORY: ACD – INFINITI

GSD&M: Writer – CHILI'S RESTAURANTS, BMW, NORWEGIAN CRUISE LINE

Publicis Seattle: ACD – HP, TMOBILE

Draft FCB: Writer/ACD/Brand Strategist– KAISER PERMANENTE

GROUP COPY DIRECTOR

Zentropy Partners/ MRM International 2000 – 2005

GM & STABLE OF BRANDS

Led teams to conceive and execute online marketing, interactive programs, print, radio & web broadcast for **GM** and all its sub-brands, **GM BuyPower, Buick, Sony Connect, Reebok, Reebokwomen.com, Microsoft, Edison International, Avery, Earl Jean, Paris Las Vegas, Dell Computers.**

PASSION MOVES

MENTORING: The excitement and uninterrupted flow of energy in a junior creative never fails to remind me WHY WE DO THIS. Counseling a baby art director or copywriter as they develop work that is fresh and inspiring? And then directing them to push it further? It just doesn't get better than that.

PERFORMANCE ANXIETY: When one agency installed an actual bar in their living room area, I conceived and executed a Moth-like themed storytelling program, "Tales From the Sipped." The objective was to help everyone sharpen their presentation skills through owning their stories uniquely and compellingly. It also created a culture of inclusivity. Presenters were nervous as hell, then afterwards, they GLOWED. (And so did everyone else.)

AWARDS:

Winner Gold—International Automotive Advertising Award (Lexus IS)

Winner: Gold – Los Angeles Creative Club for Big Brothers of America "Join a Gang and..." outdoor campaign

Winner: Silver—International Automotive Advertising Award — GMBuyPower

Winner: International Webshow – Outstanding Achievement in Website Development (Infiniti)

Winner: Silver—Addy Awards(Intuit/TurboTax)

Finalist: Belding Awards (Australian Tourism Commission)

Finalist: Belding Awards (DMB&B self-promo ad in Belding program)

Finalist: Clio Awards (Siemens Mobile Technology)

Finalist: London International Awards (Automotive-GM BuyPower)

Finalist: London International Awards (Retail; Reebokwomen.com)