

LU@IA DAVIES

FEARLESS COPYWRITER/EDITOR/BRAND STRATEGIST/CREATOR

brandsavante@gmail.com

www.luciadavies.com

310 291-9566

CORE COMPETENCIES

- NAIL THE BRIEF
- PUT WORK ETHIC ON ONE LEG AT A TIME
- PREFER LISTENING IN SILENCE TO SPEAKING IN STUPID
- NAIL THE BRIEF
- FIGHT THE ~~GOOD~~ GREAT FIGHT
- GIVE THE CLIENT WHAT THEY DIDN'T KNOW THEY WANTED
- NAIL THE BRIEF ALREADY

EXPERIENCE

SENIOR WRITER/BRAND STRATEGIST

VIA 2011 – 2013

Concepted and wrote print, broadcast, radio, web, and out of home advertising for Welch's, State Street Global Advisors, DuPont, Seagrams, Colonial Life, Unum, helped to drive successful new business pitch for People's United Bank

FREELANCE WRITER/ASSOC. CREATIVE DIR

Tribal DDB; Draft FCB, Team One; Publicis; GSD&M -2005 – Present

Senior writer on Lexus New IS promotion, Norwegian Cruise Line, T-Mobile, Kaiser Permanente, ACD on Wells Fargo, e-Harmony, Schiff Neutraceuticals, BMW, Samsung

GROUP COPY DIRECTOR

Zentropy Partners/ MRM International 2000 – 2005

Led teams to concept 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

COPY DIRECTOR

J Walter Thompson 1999 – 2000

Concepted and wrote print & outdoor for Sony, Cedars Sinai Medical Center, TRW, Universal Music, Hughes Network, Siemens Mobile Technology.

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SENIOR COPYWRITER

Sachs Group 1997—1999

Conceived and executed broadcast and print for Fisher Price, Playmates, Bandai, and other toy manufacturers. Developed and finished all materials and commercials against super crunch deadlines for launch at Toy Fair every winter.

COPYWRITER

Darcy, Massius, Benton & Bowles 1996 – 1997

Wrote print, outdoor & broadcast advertising for Blue Cross/Blue Shield, Baskin Robbins, Australian Tourism Commission, Seaworld, NBC

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 Webawards – Outstanding Achievement in Website Dev. (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)

FREELANCE WRITER/JOURNALIST for: Portland Magazine; Maine Women Magazine; Maine Weddings; Portland Forecaster

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EDUCATION

New York University

VOLUNTEER WORK

IN LOS ANGELES: Salvation Army, St Vincent de Paul, Thanksgiving at 26th & Broadway, Cedar Sinai Medical Center, KCRW Fund Drives, **IN PORTLAND:** Make it Happen! (tutoring program for ELL teens at Deering High School).

REFERENCES

Tiago Soromenho Ramos, Creative Director, Sticky Street

tiago@stickystreet.com 202 425-5201

Jody Octavio Thomas, Rosetta Director of Brand Planning and Interaction

jody.octaviothomas@rosetta.com 310 343-4727

Suelyn Kim, Creative Director, Founder & CEO at Helpfuel.me

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