

# LU@IA DAVIES

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COPYWRITER/BRAND WHISPERER/CONCEPT SHERPA

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## EXPERIENCE

### SENIOR WRITER

H4B Catapult 2016 – 2017

Created and drove all creative concepts for TherapeuticsMD, a brand primarily facing health care professionals who are treating menopausal women. The unbranded campaign has been submitted by H4B to CLIOs, Archive, MM&M, and all other major awards shows. (**“Cactus seat” was the only 2016 campaign** deemed by the agency to have potential to win top industry accolades.)

Contributed to Astra Zeneca oncology pitch, which ultimately won the business. When the agency installed a full bar in its common area, I conceived and executed follow-through of a successful, Moth-like themed storytelling program, **“Tales From the Sipped.”** Monthly TFTS gatherings, which drove a culture of inclusivity, incited everyone—not just creatives—to sharpen their presentation skills through powerful storytelling methods.

### SENIOR WRITER/BRAND STRATEGIST

VIA 2011 – 2013

Conceived 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 DIRECTOR

Tribal DDB; Draft FCB, Team One; Publicis; GSD&M; Digitas Health; Vanguard Group -2005 – 2016

ACD Copy on Lexus New IS promotion, Norwegian Cruise Line, T-Mobile, Kaiser Permanente, Wells Fargo, e-Harmony, Schiff Neutraceuticals, BMW, Samsung, Vanguard Target Date Funds and Indexing programs

### GROUP COPY DIRECTOR

Zentropy Partners/ MRM International 2000 – 2005

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  
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## COPY DIRECTOR

J Walter Thompson 1999 – 2000

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

## 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 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)

## EDUCATION

New York University

## VOLUNTEER WORK

IN LOS ANGELES: Salvation Army, St Vincent de Paul, Thanksgiving at 26<sup>th</sup> & Broadway, Cedar Sinai Medical Center, KCRW Fund Drives, IN PORTLAND: Make it Happen! (tutoring program for ELL teens at Deering High School). IN PRINCETON, (in development with Nassau Presby and other outreach churches in area) **“The Telling Room” a program for teen refugees to push their English skills and education quality through owning their experience and providing a bridge for themselves and other kids new to the U.S. through hardship and troubles in their home country.**

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## REFERENCES

Jody Octavio Thomas, Sapient/Razorfish Director of Brand Planning and Interaction  
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