

LU@IA DAVIES

COPYWRITER/CONCEPTOR/CREATOR

brandsavante@gmail.com

www.luciadavies.com

310 291-9566

EXPERIENCE

SENIOR WRITER

MRM-McCann 2018 – present

GSK HCP: Specialized in COPD drugs. Worked to develop a series of well-received, HCP-facing, quarterly GSK TRELEGY-sponsored COPD magazines. Sold client on concept of a magazine for pulmonologists; one half of which (titled *Life & Lung*) is devoted to unbranded content, the other half, branded (titled *Lung & Life*)—a first win of its kind with MLR. After the debut issue, the magazine proved so successful that GSK has moved forward and rolled them out for other respiratory drugs in its brand.

ASTRAZENECA DTC: Specialized in diabetes drugs. Helped to create/write new website for BYDUREON BCise, an injectable, non-insulin medication. Partnered with creative director to develop three FARXIGA “immediate impact” broadcast spots. Conceived, created, cast, and readied for production VOICES OF CHANGE, for patients with type 2 diabetes. VOC is a unique, humor-and-info-driven video series for AstraZeneca FARXIGA, primarily webcast, but also seen on other venues (in physicians’ offices and in hospitals). VOC strives to give patients a sense that they are “heard,” and also strips the popular belief that t2d patients are to be blamed for their disease. Also work regularly on multiple new business pitches.

SENIOR WRITER

H4B Catapult 2016 – 2017

Created and drove all creative for HCP-facing, unbranded campaign for TherapeuticsMD, a medication for the treatment of symptomatic, post-menopausal women. Only H4B campaign submitted in 2017 to CLIOs, Archive, MM&M, and all other major awards shows—with MM&M highlighting the campaign in their publication. Contributed to AstraZeneca oncology pitch, which ultimately won the business. I conceived and executed a Moth-like themed storytelling program, “Tales From the Sipped.” The objective of monthly TFTS was to help everyone, not just creatives, to sharpen presentation skills by honing their stories uniquely and compellingly. It also drove a culture of inclusivity.

* MY BELIEF: RADIO PHARMA ADVERTISING IS WAITING, LIKE A RIPENED PEACH, TO BE PLUCKED AND PROFITABLY DIGESTED. If desired, I can provide example script.

L.DAVIES/Pg 2.

SENIOR WRITER / STRATEGIST

VIA 2011 – 2013

Worked with lead strategist to develop 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 successful new business pitch for People's United Bank

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

FREELANCE ASSOCIATE CREATIVE DIRECTOR / SENIOR WRITER

Team One

TRIBAL DDB

Evolvr

GSD&M

Publicis Seattle

Garrand Agency

Draft FCB SENIOR WRITER/BRAND STRATEGIST

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)

JOURNALISM: Dispatch Magazine – Managing Editor; Freelance journalist
Portland Magazine; Maine Women Magazine; Maine Weddings; Portland Forecaster

L DAVIES/PG 3.

EDUCATION

New York University

VOLUNTEER WORK

Besides my work as a mentor to younger creatives in the advertising industry, I'm also always on the lookout to help life-coach teens and young adults who are new to this country and are many times the only members of their families responsible for syphoning the fire hose of information (employment, taxes, education, healthcare, etc) aimed at their new lives on a group and individual level.

IN LOS ANGELES, CA: Salvation Army, St Vincent de Paul, Thanksgiving at 26th & Broadway, Cedar Sinai Medical Center, KCRW Fund Drives,

IN PORTLAND, ME: Make it Happen! (tutoring program for ELL teens at Deering High School).

IN PRINCETON, NJ: Currently developing an outreach program (in partnership with churches in area) "*The Telling Room*"— a program for teen refugees to push their English skills and education through personal storytelling. The Telling Room will encourage young adults to build a bridge for themselves, their families, and other kids new to the U.S. by owning their stories of hardship and triumph in their new home country.

IN PRINCETON, NJ: THE WRITE CLUB, a monthly writers' group/workshop. Website for information etc is under construction.

REFERENCES

UPON REQUEST