



Lucia Davies

DARE DEVIL. SHARP DRESSER. COPYWRITER.

Six years in traditional, six in interactive. The result?

A true hybrid synergy creative.

I jumped the fence into the online world in 2000 when traditional agencies were still laughing up their sleeves at what they saw as merely a “trend.”

For a few years, it was a lonely road. But we were true believers, and it paid off handsomely.

Clients increasingly demanded their brands be fully embraced and indelibly recognized – and nowhere does that happen more intensely, more immediately, more intimately than online.

That’s not to say that traditional is going the way of the dinosaurs. Print, radio, broadcast, outdoor, they’re all valuable. It’s just that brands now have a much bigger arena in which to rev their motors.

Welcome to my hybrid synergy mind. You’ll find that with me, your brand can go farther and sustain longer adventures – more economically – than it would with traditional creative. Take me for a test drive and see.

WORK EXPERIENCE

2007 – Present DraftFCB

Freelance Writer
Kaiser Permanente

2007 – Sapient

Freelance Writer
Intuit/TurboTax
Addy Awards: Silver

2006 – Tribal DDB

Freelance ACD/Writer
Wells Fargo, eHarmony, Southern California Edison, Corinthian Colleges, Schiff Health, KornFerry/FutureStep

2006 - The Designory

Freelance Sr. Writer
Infiniti
International 2006 Webshow
Outstanding Achievement in Website Development
International Automotive Advertising Award: Silver

2000-2005 Zentropy Partners

Group Copy Director
GM, GM BuyPower.com, Buick, SonyConnect, Reebok, Reebokwomen.com, Microsoft, Edison International, Avery, Earl Jean, Paris Las Vegas, Dell Computers
Finalist: London International Awards

2000 J. Walter Thompson

Sr. Group Copy Director
20th Century Fox, SONY, Cedars Sinai Medical Center, Siemens Mobile, TRW, Universal

1996 - 1999 The Sachs Group

Sr. Copywriter
Playmates Interactive Entertainment (Games), ERTL Toys, Power Rangers (Saban Int'l)

1994-1996 D’Arcy Masius Benton & Bowles

Copywriter
Seaworld, Australian Tourism Commission, Lockheed, Baskin Robbins, Blue Cross

1993-1994 Eisaman Johns & Laws

Junior Copywriter
Vans Sneakers, Southern California Gas Company, Neutrogena, Kwikset, Siemens Solar Technology, Los Angeles County Museum of Art
LACC: Gold (Big Brothers of America)