Lawrence Wood

Creative Director & Writer

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Creative director, writer and former adjunct professor who finds the right story, gets clients and teams behind it, and sees it through wherever the brand shows up. Led teams of up to ten, helped win multimillion-dollar business and created work clients still use for onboarding and display throughout their headquarters years later.

EXPERIENCE

Creative Director, Copy

2024–Present

Plan B · Chicago, IL · Contract

— Hands-on creative lead and writer for challenger and niche brands, from McLaren Automotive and Unilock to industrial, automotive and senior-living clients.

— Helped mechanical contractor F.E. Moran enter new markets and built luxury senior-living brand Livelle from the ground up.

— Took Thunderer and Americus into consumer marketing and developed material-science company Charter Next Generation's first employer brand.

— Led and crafted all eleven Goodwin Living websites and developed the accompanying campaign, bringing a large and complicated range of services under one clear, human story.

— Each engagement grew into a larger relationship, with expanded scopes, budgets and timelines. The core brand work is now live in market.

Creative Director / Writer

2023–Present

Independent · Chicago, IL · Freelance & Fractional

— Developed full campaigns for Florida Power & Light and Home Instead during new-business pitches at FCB Chicago. Both helped win multimillion-dollar accounts.

— Turned a complex renewable-energy story into a Series C investor presentation that secured the requested capital.

— Created an end-of-year campaign for Education Through Music Colorado that more than tripled projected donations.

Creative Director

2022–2023

Leo Burnett · Chicago, IL

— Led creative for Copenhagen, Altria's $1B+ smokeless tobacco brand, and launched “Proven Since 1822.” The campaign improved brand-equity scores and generated more than $1M in additional agency scope.

— Directed a six-person team of writers and art directors. Presented brand direction monthly to USST's president and CMO, and twice yearly to Altria's CMO and leadership team.

— Created a giving platform connecting Copenhagen with service members and veterans' charities, increasing web traffic and click-through rate by 25%.

— Led the launches of Copenhagen Fine Cut Wintergreen and Weyman's Reserve Black, resulting in 2% share growth.

— Created the first brand campaign and logo redesign for PF Holdings, a $2.4B green-energy company, including social and a Nasdaq ticker reveal. The manifesto was later adopted for employee onboarding.

Associate Creative Director
2018–2022

Leo Burnett · Chicago, IL

— Served as day-to-day creative lead across two Altria brands, directing a team of ten. A new brand platform increased equity scores 8% across the portfolio within its first year.

— Created an annual planning event that delivered nearly 200% ROI and led the launch of Skoal Cool Spearmint, which produced measurable share growth in seven months.

— Led creative for the U.S. launch of IQOS across retail stores, website development, product education and ongoing customer support.

— Developed “Back to the Classics,” an integrated Diageo concept pairing classic cocktails with curated Spotify playlists. Retail executions included bottle neck hangers that doubled as miniature phone amplifiers.

Senior Copywriter / Copywriter
2010–2018

Leo Burnett · Robinson & Maites · Y&R · Chicago, IL

— Created brand campaigns for Samsung, Harley-Davidson, Jameson and Black & Mild. The Jameson work helped secure a $1.1M agency win.

— Helped establish the voice and long-running platform for Black & Mild as it became the category leader. Freelance clients included Hotels.com, FedEx and Verizon.

Adjunct Professor, Literature & Creative Writing
2005–2011

Kendall College · Loyola University · Roosevelt University · Story Studio Chicago

— Taught composition, creative writing and literature across four Chicago institutions.

— Helped build Kendall College's English department from scratch, developing curriculum grounded in language, argument, craft and what it means to be human.

EDUCATION

Master of Fine Arts
University of Florida

Bachelor of Arts
University of Wisconsin

CORE SKILLS

BRAND

Brand Positioning & Platforms · Brand Voice & Expression · Naming & Messaging · Campaign Strategy · Go-to-Market Planning

CREATIVE

Creative Direction · Integrated Campaigns · Copywriting · Film & Video · Social & Digital · Websites & E-commerce · Retail, Shopper & Packaging · Experiential & Events

LEADERSHIP

Team Leadership & Mentorship · Client Relationships & Presentations · Cross-Functional Collaboration · Production Leadership · New Business

SELECTED CLIENTS & BRANDS

Samsung · General Motors · Harley-Davidson · McLaren Automotive · Jameson · Diageo · Blue Moon · FedEx · Verizon · Hotels.com · Florida Power & Light · Home Instead · Copenhagen · Skoal · IQOS · Black & Mild · Cronos Group · Thunderer · Americus · Charter Next Generation · Goodwin Living · F.E. Moran