

Lawrence Wood

Creative Director & Writer

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Chicago, Illinois · lwood.work

EXPERIENCE

Creative Director, Copy 2024–Present

Plan B · Chicago, IL · Permalence/Contract

- Senior creative partner across brand, campaign, and go-to-market work in complex B2B and consumer categories.
- Develop brand platforms and integrated work across automotive, industrial, built-environment, and senior living brands.
- Balance creative leadership with hands-on copy and concept development.

Creative Director / Writer 2023–Present

Independent · Chicago, IL · Freelance & Fractional

- Created full-scale new business pitch campaigns for Florida Power & Light and Home Instead at FCB Chicago — both resulted in multimillion-dollar agency wins.
- Led development of a Series C funding presentation for a global renewable energy company. Secured desired capital.
- Created end-of-year fundraising campaign for Education Through Music Colorado, exceeding donation projections by 300%.
- Naming, packaging language, and brand ID for first-to-market nicotine innovation products targeting 2026–2027 launch.

Creative Director 2022–2023

Leo Burnett · Chicago, IL

- Led integrated creative teams on Samsung, Harley-Davidson, and new business pitch work.
- Developed brand platforms and consumer-facing communications across digital, social, OLV, print, and experiential.

Associate Creative Director / Senior Copywriter 2013–2022

Leo Burnett · Chicago, IL

- Over nine years, led creative on major domestic and global accounts.
- Selected brands: Samsung, Harley-Davidson, Jameson, General Motors, The Beef Council, Copenhagen, Casa del Sol Cigars.

Freelance Copywriter 2010–2013

Robinson & Maites · Y&R; · Chicago, IL

- Hotels.com, FedEx, FedEx Office, Harley-Davidson, Verizon, Blue Cross Blue Shield, Kaplan College, FTD.

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.
- Partnered to build the Kendall College English department from scratch — curriculum, rubrics, syllabi.

EDUCATION

Master of Fine Arts

University of Florida

Bachelor of Arts

University of Wisconsin

CORE SKILLS

Strategy

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

Craft

Copywriting — long & short form
Naming & Brand Architecture
Brand Manifestos
Web & Social Content
Packaging & Product Copy
Scripts & Film

Leadership

Creative Direction
Integrated Team Leadership
Team Development & Mentorship
New Business Pitches
Client Presentations

CATEGORIES

Regulated Industries
Spirits & Beverage
Automotive & Transportation
Energy & Utilities
B2B & Industrial
Consumer Goods / CPG
Senior Living & Healthcare
Education & Non-Profit

SELECTED CLIENTS

Samsung · General Motors · Harley-Davidson · Jameson · McLaren · Florida Power & Light · Copenhagen · Casa del Sol · FE Moran · CNG · Diageo · Hotels.com · FedEx · Verizon · The Beef Council · Home Instead · Goodwin Living · American Omni Trading

CONTACT

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