

LAUREN DONAHOE

ldonahoe.com (psw for more work: lauren) / laurendonahoe1@gmail.com / 610-733-6153 / New York Metro Area

OVERVIEW

I'm a detailed-oriented Creative Director who enjoys coming up with the big idea as much as building timelines. I have experience leading and mentoring a team of creatives, building creative solutions for top brands across all major categories, and recruiting.

EXPERIENCE

THE CIGNA GROUP

Remote

Creative Director - Studio (previously: Creative Director - Evernorth Portfolio)

2022 to Present

- I lead a team of creatives within Cigna's internal agency to develop content across The Cigna Group, Cigna Healthcare, and Evernorth Health Services.

NBCUNIVERSAL

New York, NY

Creative Director (previously: Associate Creative Director, Senior Copywriter)

2015 to 2022

- As a creative leader for NBCU's Creative Partnerships group, I developed and managed some of the largest multi-network, multi-platform partnership programs, which leveraged NBCU's entire network portfolio, programming, and celebrity talent.
- Developed ads for Peacock advertising partners.
- Created sales and marketing material for NBCU Ad Sales.
- Pitched creative to internal and external clients.
- Attended shoots to direct and shape creative.
- Saw creative through from pitch to post-production.
- Helped staff and organize the creative department.
- Managed and developed copywriting talent.

WUNDERMAN

Washington, DC

Senior Copywriter (previously: Copywriter)

2013 to 2015

Clients: Pfizer, Astellas, AstraZeneca, Janssen, Galderma, Otsuka

- Developed integrated campaigns for healthcare clients, which included customer support platforms, major product launches, robust CRM programs, and brand development.
- Lead and developed the creative for a top Pfizer account.
 - Approved creative work and managed schedules for a team of copywriters.
 - Worked with strategy to develop creative briefs, CRM programs, and brand voices.
- Brainstormed and developed integrated campaigns for New Business pitches.
- Assisted with recruiting initiatives across departments.

ARNOLD WORLDWIDE

Boston, MA

Copywriter

2012 to 2013

Clients: Progressive Insurance, New Balance, Panasonic

- Developed integrated campaigns for top clients, which included big campaign ideas, scripting, print, digital extensions, and social content.
- Key achievements include:
 - Partnered with Universal Studios to develop a campaign for *Despicable Me 2* and Progressive's Name Your Price tool which included TV, print, social, and an interactive contest.
 - Created a full backstory for Progressive's Flo and launched the Young Flo campaign.
 - Developed the voice and launched the campaign for Heidi Klum's New Balance line.
- Attended client shoots to direct and shape creative particularly from a voice and story standpoint.
- Mentored juniors and interns on Progressive projects.

TBWA\CHIAT\DAY

Copywriter

Los Angeles, CA
2011 to 2012

Clients: Nissan, Grammy's, Pepsi, Jimmy Dean, Singapore Airlines, Energizer, Principal Financial Group

- Developed integrated campaigns for top clients particularly Nissan Infiniti.
- Key achievements include:
 - Created a digital outdoor stunt for the 54th Grammy's that was shortlisted for an Innovative Media Clio.
- Attended client shoots to direct and shape creative particularly from a voice and story standpoint.

EDUCATION

VCU BRANDCENTER

M.S. in Mass Communication/Copywriting

Richmond, VA
2011

BOSTON UNIVERSITY

B.S. in Communication/Advertising, Magna Cum Laude

Boston, MA
2008

SKILLS

Creative Direction, Creative Strategy, Cross-Platform Integrated Media Development, Cross-Platform Content Development and Production, Campaign Management, Concepting, Pitching, Copywriting, Advertising, Marketing, Recruiting, Editing, Project Management, Website Content Creation, Post Production Management, and Social Campaign Development.