

MICHELLE LAWRENCE

CREATIVE DIRECTOR

EXPERIENCE

Laundry Service Mar 2021 – Present

CREATIVE DIRECTOR

Helped grow the Google partnership from one brand to four in one year. Oversaw and directed creative for large scale productions for Android and Google Chrome social campaigns, as well as day-to-day production of social content. Crafted the social tone of voice for Android. Collaborated with strategy director on social playbooks and strategic briefs. Lead client presentations and fostered strong client partner relationships. Managed two teams of multiple designers, copywriters, art directors, and social media managers. Conducted annual reviews and regular career goals check ins with direct reports.

ASSOCIATE CREATIVE DIRECTOR

Pitched and won Android social AOR new business. Oversaw social creative for Hennessy US, Jordan Brand, Nike x Foot Locker. Managed two teams of multiple designers, copywriters, and art directors. Art and creative directed high budget photo and video content shoots through conception, production and post-production. Conducted annual reviews and regular career goals check ins with direct reports.

Cashmere Agency Nov 2019 – Mar 2021

ASSOCIATE CREATIVE DIRECTOR

Pitched and won new business from Facebook, now running internal creative lead on the branded We The Culture initiative; manages a team of graphic and motion designers, editors and copywriters to produce fast-moving launch and sustaining concepts and deliverables. Helped lead and organize the Jack in the Box team to produce multiple TV spots, social pieces, and a gang-busters socially-distanced Halloween event. Developed promotion for BET Awards 2020.

SENIOR ART DIRECTOR

Won a pitch and sold ten television spots in the first 90 days. Designed and developed the brand guidelines for Red Table Talk. Ideation and content for Adidas. Presented to clients, worked across departments, conceived and sold AOR campaigns, pitched new business, and supervised designers day-to-day.

Muse/Quantasy Jan 2018 – Oct 2019

SENIOR ART DIRECTOR

Supervised designers, storyboard artists and mid-level art directors; created and launched a multi-departmental file handling system, streamlining and speeding up the creative process; created record-busting multicultural retail spots; guided campaigns from conception through the production process, with hands-on facilitation of casting, shooting, editing, recording, and color correcting.

Quigley Simpson Apr 2016 – Jan 2018

ART DIRECTOR

Rejuvenated a small but gritty creative team from within, helping to expand the diversity of ideas for 360 degree campaigns. Aided in client retention and new business.

Mullen Lowe Jun 2014 – Apr 2016

JUNIOR ART DIRECTOR

Created print, digital, out-of-home, and social ads for multiple brands, sometimes utilizing original illustration, hand-painting, or digital artwork. Crafted and designed complex, and fun mailers for U.S. Cellular. Conceptualized and produced assets for a public Capital One experiential event.

ART DIRECTOR INTERN

Won intern competition for innovative ideas, built team rapport with supervisors and peers. Produced digital, print, and out-of-home work.

EDUCATION

MS Advertising Dec 2014

BOSTON UNIVERSITY

BFA Art Education Aug 2009

UNIV OF WEST GA

PASSION POINTS

HOST: BLACK TEA PODCAST
 SOCIAL JUSTICE
 VISUAL ART
 FASHION
 POETRY
 BEYONCÉ
 BASKETBALL

FMR BOARD MEMBER:
 AD RELIEF OF GREATER LA
 90S HIP-HOP
 70S FUNK
 60S DOOWOP
 MARCHING BANDS
 F.R.I.E.N.D.S.

BRAND ROSTER

Android

