

DOUGLAS © LAGGETT

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WORK SUMMARY

Versatile, award-winning creative director and writer skilled at connecting consumers and brands with ideas that engage, inform and motivate. My work spans web, social, email, video and advertising. I'm a brand guy who translates human-centric storylines across diverse platforms to compel action. Beyond writing and ideating, I present well, love mentoring and building relationships – and offer an endless supply of killer Dad jokes.

MY TAKE ON AI

It's made mediocre content instant and free. Even with AI, there's still a need for creative humans who understand how to solve problems using emotional and persuasive ideas and prose. I've had success blending the power of AI with imaginative and strategic minds to enhance human decision-making – not replace it.

EXPERIENCE

January 2021 – July 2025, Executive Creative Director/Writer, OneMagnify, Detroit, MI

Hands-on leader of creative that combines data science and digital technology with beautiful design and rich storytelling. Initiated AI-enhanced processes to scale creative while maintaining human emotion and brand consistency across campaigns for CrossCountry Mortgage, Ford, Brembo, DuPont, and the Delaware Lottery.

January 2010 – March 2020, Executive Creative Director/Writer, MXM/Accenture Interactive, Troy, MI

Led all creative while continuing to write and concept. Helped FCA (now Stellantis) emerge from bankruptcy by reinventing their customer relationship marketing ecosystem across 58 vehicle launches. Generated 6.3M hand-raisers, 110M direct mail pieces, 526M emails, 6M service visits, and 12M new customers. Grew office from 12 to nearly 100. Clients: Chrysler, Jeep, Dodge, Ram, FIAT, Alfa Romeo, Maserati, Mopar, NEA, Great-West Financial, LendingClub, Amgen, TGI Fridays, ACLU, and State Farm.

May 1999 – January 2010, SVP/Creative Director/Writer, Y&R/Wunderman — Team Detroit, Dearborn, MI

Leader, mentor and writer on a variety of accounts, including The Salvation Army, DuPont, Ford, Lincoln-Mercury and Ford Credit. Created and directed award-winning advertising, CRM and long-form content work.

June 1998 – May 1999, Creative Director/Writer, Frankel Detroit, Southfield, MI

Some agencies change attitudes. At Frankel, I helped change behavior. Co-managed creative teams specializing in promotional and direct marketing that sold vehicles and enhanced the Oldsmobile brand.

Prior to June 1998 – I spent several years at various agencies in Detroit and Cleveland. Along the way, I lost sleep but found an uncommon work ethic. I learned how to generate ideas, craft copy, present, and inspire those around me. During this time, I created award-winning advertising, promotions and CRM that generated down-funnel conversion from awareness, consideration and purchase, to retention, loyalty and repurchase. Clients: Mellon Bank, KeyBank, Glidden, Owens-Corning, Dirt Devil, Sealy, Yokohama. Rubbermaid, and Kmart.

AWARDS

75+ industry awards: DMA/ECHO, Addy, Caddy, Midas, PRO Marketer, Telly, POPAI, London International Advertising Awards, Communicator, New York Festivals, Caples Awards, IAAA Awards and the One Show.

EDUCATION

The Ohio State University, BA in Journalism with a focus on advertising. Played D1 hockey. Scholar athlete.

PORTFOLIO SITE

douglasclaggett.com