

DOUGLAS © LAGGETT

WORK SUMMARY

Versatile, award-winning writer/creative director skilled at connecting consumers and brands with data-driven ideas that engage, inform and motivate. Work spans a variety of solutions across digital, email, direct, social, video, advertising and content. I'm a brand guy who translates campaign ideas and connected consumer experiences across diverse platforms with a focus on audience action. Beyond writing and ideating, I can manage and inspire creative teams, scope effort, frame and present creative, collaborate across disciplines, earn client trust and more.

EXPERIENCE

March 2020 – Present, Freelance Creative Director/Writer

Currently creating digital, web, social and related content for a variety of agencies and clients in the Detroit area.

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

Led all creative as a hands-on ECD who guided and mentored creative teams, while continuing to write and concept. Helped reimagine FCA's entire Performance Marketing ecosystem to measurably boost sales, stimulate brand engagement and increase loyalty. Helped drive office growth from a dozen people and one account to a staff of over a hundred serving multiple clients out of various offices in such disparate verticals as automotive, finance, insurance, pharmaceutical, charity and casual dining – significantly increasing revenue in the process.

- Amplified sales through the support of 58 FCA vehicle launches and 6.3M+ handraiser engagements
- Maximized click-through rates across 800M+ emails, often supported by original microsite content
- Enhanced both brand equity and sales through 110M+ high-end, branded direct mail pieces
- Generated 6M+ Mopar service visits and welcomed 12M+ new FCA customers
- Stimulated acquisition, engagement and restaurant traffic among TGI Fridays' 7M loyalty members
- Increased benefit awareness, participation and satisfaction among NEA's 5M membership base
- Delivered "value beyond the medication" for hundreds of thousands of Allergan and Amgen patients
- Clients: Chrysler, Jeep, Dodge, Ram, FIAT, Alfa Romeo, Maserati, Mopar, NEA, Great-West Financial, LendingClub, Amgen, Allergan, TGI Fridays, ACLU, State Farm

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

Maximized ROI and revenue through award-winning advertising, performance marketing and content. Generated awareness and donations for The Salvation Army, vehicle sales for Ford and auto financing for Ford Credit.

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

Drove incremental test-drives, sales and loyalty for Oldsmobile while co-managing a creative department focused on driving consumer action through promotional, experiential and performance marketing.

February 1997 – June 1998, Associate Creative Director/Writer, Arras Group, Cleveland, OH

Increased sales, store traffic and awareness for Yokohama, KeyBank, Stearns & Foster and Glidden while learning to direct and motivate creative teams in the development of advertising, performance marketing and promotions.

AWARDS

70+ industry awards including; DMA/ECHO, Addy, D Show, Caddy, Midas, PRO Marketer, Telly, POPAI, London International Advertising Awards, 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.

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