Lisa Charlebois

Creative Director and eternal optimist, obsessed with brand strategy, design systems, team mentorship, fresh thinking and creative storytelling.

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PROFESSIONAL EXPERIENCE

Sr. Director, Global Brand / September 2019 - April 2020
KeepTruckin (Google Ventures Company), San Francisco, CA

- Built out the KeepTruckin brand (B2B SaaS start-up) polishing the look, feel and tone across all consumer touchpoints (digital, print, event concepts, collateral, mailers, video, photography and social)
- Designed holistic creative framework including content strategy, brand architecture & strategy, design system, visual & copy style guide and video & photography tenants, establishing creative consistency and elevating the user experience
- Infused storytelling into every stage of the customer journey, partnered with product and product marketing to transform customer insights into content that matters—empowering sales, sales enablement and customer success to smash Q4/Q1 goals with a 200% increase in ARR
- Created 24-hour delivery cycle, building a strong international team that produced content at scale, maximizing output across creative, events, PR

Global Creative Director / April 2018 - September 2019
HP Inc., Palo Alto, CA

- Redesigned the end-to-end user experience: evolving the look, feel, tone, ux framework, content strategy, and brand/product storytelling across HP.com, amplifying sales by 88%
- Built a culture of creativity—inspired a diverse 20+ member team to explore new ideas, push their own thinking, and ultimately, raised the bar of executional excellence
- Launched all-new OMEN sub-brand (gaming PC), bringing a fresh, street style to all touchpoints, from energizing the logo and campaign, to rethinking event collateral and retail point-of-sale
- Organized new global project workflow, solidifying strong cross-functional relationships across worldwide marketing stakeholders

Executive Creative Director / April 2017 - April 2018
Accenture Interactive, Los Angeles, CA

- Rebuilt the department, trained talent, streamlined budgets, sharpened strategic vision, elevated ideation and refined execution: winning $800K in new digital business (Hulu, Honda & Bob Evans)
- Drove 50% surge in Lowe's social followers, introducing innovative storytelling approach across Instagram, Twitter, Facebook and Pinterest
- Forged strong senior client relationships, becoming a trusted advisor to the agencies two largest revenue generating clients

PORTFOLIO
lisachuckwood.carbonmade.com

LINKEDIN
linkedin.com/in/lisacharlebois

SKILLS

Brand Strategy & Identity

Art Direction & Copywriting

Product Marketing

Video & Photo Production

UX/UI Design Management

Event Strategy

Social Media Marketing

Content Strategy

Email Marketing

Media Relations

Internal & External Communications

B2B & B2C Experience

OTHER CLIENTS I HAVE WORKED ON

American Express

Cisco

TD Ameritrade

Yahoo!

Siemens

IBM

Wrigley

Frito Lay

Allergan Pharmaceuticals

Group Creative Director / April 2014 - April 2017
Publicis-Sapient, Los Angeles, CA

- Samsung creative lead, inspiring team of 40+ copywriters, art directors, designers, video editors, producers and motion artists in New York, Los Angeles and San Luis Obispo
- Set the strategic vision for Samsung, building brand messaging and creative consistency across all US marketing including retail, video, Samsung.com, social, mobile, email, B2B and branded content
- Evangelizing content in context helped reimagine Samsung's B2B and B2C stories across social, driving agency revenue from $40k to $2 million

Western Region Creative Director / June 2012 - April 2014
Golin, Los Angeles, CA

- Reinvented traditional PR pitches into integrated campaigns across earned and owned channels, boosting revenue by 80% and driving millions more impressions
- Launched this creative new PR approach across SF, OC and LA offices
- Drove $500K in new client wins, including social media for Toyota, integrated marketing for Nestlé and digital work for HTC

Adjunct Professor / September 2008 - January 2015
New York University, New York, NY

- Taught Internet Copywriting course through online distance education
- Syllabus included brand tone, creative problem solving, digital best practices, online strategy and more

Associate Creative Director / September 2007 - January 2012
Ogilvy & Mather, New York & Los Angeles, CA

- Relaunched SAP brand, telling their product story through their customer's voice: rolling out a new look, feel and tone in a worldwide campaign, complete with experiential events, print, billboards, digital and social media
- Set the strategy and ideation for the legendary SAP "Run Better" campaign, which creative DNA remains alive and well today
- Generated 75% uplift in engagement on Tabasco's Facebook page by launching a new positioning and insight-driven, geo-targeted campaign

EDUCATION

Bachelor of Arts, Radio & Television Arts
Ryerson University • Toronto, Canada

Media Studies, Coursework
University of Westminster • London, United Kingdom

GUEST LECTURER

Columbia University

Baruch College

Queen's University

University of Western Ontario

Humber College

Keynote Speaker Global DMA Conference

ACHIEVEMENTS

Cannes Lions Finalist

Gold Canadian Marketing Association

Gold DMA International Echo

John Caples International Awards

Public Relations Society (PRSA) Awards

Chairperson Interactive Judging Committee: Mobius Awards

Judge DMA & John Caples International Awards

PRIOR AGENCY EXPERIENCE
SR. COPYWRITER 2003-2007

Digitas, New York

OgilvyOne, Toronto

BBDO Canada