

LAWRENCE WILSON

EXPERIENCE

Lead Copywriter and Brand Storyteller

Brilliant (January 2022 - present)

Responsible for conceiving marketing creatives, maintaining brand voice across all touchpoints, and leveraging storytelling across all channels.

Creative Lead

Salesforce (January 2019 - January 2022)

Led marketing creative for the Trailblazer Ecosystem and Trailhead, Salesforce's educational platform. Focused on worldwide growth campaigns, content marketing, and video production.

Copywriter

Smule (May 2018 - January 2019)

Helped rebrand and relaunch the world's most popular karaoke app.

Copywriter

Apple (January 2017 – April 2018)

Worked primarily within the iPhone/iPad brand team to develop global advertising campaigns. Also worked with various Marcom teams to produce creative for internal and external audiences. Helped win the team a Cannes Lion for our WWDC opening video.

Associate Creative Director

Free Range (October 2015 – January 2017)

Led creative teams in branding, advertising, digital experiences, strategy, and other projects for clients ranging from Microsoft to the Nature Conservancy to FEMA, created pitches for new business, and mentored junior creatives.

Lead Writer

SquareTrade (October 2012 – October 2015)

Helped lead a team of designers, writers, and developers to build a beloved, standout brand from the ground up.

PORTFOLIO

www.lawrencethethird.com

EDUCATION

Hendrix College, B.F.A. English

CONTACT

e: theinsides@gmail.com / p: 415.317.0311