



Lorenzo John

sayhi@mrlojo.com

305-282-0320 | [Linkedin](#)

University of Florida
B.S. in Advertising
Summa Cum Laude

Publicis Groupe, Influential, Associate Director, Creative Strategy, April 2026 - Present

- Lead creative strategy for **L'Oréal** dermatological division (**CeraVe**, **La Roche Posay**, **SkinCeuticals**, **SkinBetter Science**, **Vichy**), overseeing social-first influencer strategy for hundreds of products.
- Synthesize cultural insights, audience research, and competitive intelligence into actionable creative briefs that align with client goals.
- Champion an open-brief approach that balances insight-driven creative concepts with creator autonomy, enabling authentic, engaging content while ensuring all deliverables support a clear strategic purpose.
- Mentor a team of designers, strategists, and contractors, establishing scalable creative processes, workflows, and quality standards to support agency growth.
- Partner with integrated strategy and creator management teams throughout the new business RFI/RFP life-cycle, translating complex business objectives into compelling narratives through brand and industry research, creative brainstorming, solution architecture, and final presentation delivery.

mr. lojo, Director, Creative Strategy, January 2024 - April 2026

- Lead strategic development and creative direction on brand activations, video series, and integrated campaign pitches at **We Are BMF** experiential agency, securing new business wins for **MTV**, **Poppi**, and **Visa**: discover insights, visualize ideas, write briefs, design animated presentations, pitch to C-suite.
- Spearhead digital strategy for **The Keyes Company**, aligning brand storytelling and narrative development with growth objectives and community expansion; 35% uplift in new leads.
- New business and performance creative strategy for **Airtm**, **Tonal Fitness**, & **KFC**: direct landing page and paid social ad development (Meta, X, TikTok), brainstorm concepts, identify influencer partnerships, analyze performance data, optimize and reiterate.
- Manage brand extension for **Senator Investment Group's** new fund: perform competitor analysis, update brand voice/positioning, oversee marketing material development (pitch decks, onesheets, annual reports).

APCO Worldwide, Director, Creative Strategy, March 2021 - September 2023

- As a leader on the Ideas Team, I collaborated with account, creative, research, and digital across various projects, including leading \$15M new business wins across auto, finance, healthcare, & tech.
- *New Business*: partner with global leadership to identify opportunities, qualify leads, respond to RFIs and RFPs, determine revenue goals, develop strategy to target internal clients, assemble pitch teams, set benchmarks with new wins and teach lessons from losses.
- *Strategy & Research*: conducted focus groups for **Johnson & Johnson** nursing initiatives; monitor competitors and trends to uncover market opportunities for **Audi**, **Grubhub**, **Ikea**; work with **Microsoft** to develop internal dashboard monitoring the progression of AI legislation across Europe.
- *Creative Direction*: developed roadmap to carbon neutrality for **American Cement Association**; produced video series to combat deforestation for **The Environmental Defense Fund**; copywriting & art direction for integrated campaign launch of **LumiraDx**.

skills: adobe suite, after effects, ap style, b2b/b2c, canva, chatgpt, claude, comedic timing, conversational turn-taking, data analysis, dramatic pauses, earned/paid media, emotional intelligence, empathic listening, esg, figma, gemini, google analytics, hubspot, illustrator, indesign, keynote, maconomy, meltwater, microsoft, monday, nintendo, photoshop, procreate, project management, prompt engineering, public speaking, quid, saas, sketch, slack, storyboarding, being in slight reach of my mother's expectations