

# Lorenzo John

## WORK, WORK, WORK, WORK, WORK

### mr. lojo, Freelance Creative Strategist, September 2023 - Present

- Provide brand strategy consultation for the launch of **Thousand Voices**, Jenna Bush's new production company; SEO/email content for **NY Food Bank**; pitched trending social ideas for **IBM**.
- Collaborate as creative/strategy lead on new business to answer RFPs: **prepare briefs, discover research insights, write scripts, design animated presentations, deliver pitches.**
- Manage day-to-day client needs, review performance metrics, and provide feedback for influencers and team members to improve effectiveness/reach KPIs; oversee projects from concept to execution.

### APCO Worldwide, Director, Creative & Strategy, September 2022 - September 2023

- As a leader on the Ideas Team, I managed cross-functional new business, creative, & research teams across various projects (**including +\$15M new business wins across auto, finance, healthcare, & tech**).
- Research projects included conducting focus groups for a **Johnson & Johnson** nursing initiative; review surveys and other internal sources to assess sentiment of **Blue Cross Blue Shield** by minority communities across North Carolina for an integrated marketing campaign; worked with **Microsoft** team to develop internal dashboard monitoring the progression of AI legislation across Europe.
- Gave company-wide internal workshops/trainings on: Storytelling, New Business, Trends/Issues
- Implemented strategic insight and creative activation briefs and trained the entire org. to move through dedicated insight > idea > activation process.
- Developed roadmap to carbon neutrality for **U.S. cement industry (PCA)**: helped to define 2050 carbon neutrality goals, managed creative content/communications strategy, and directed production of website and video for social campaign launch resulting in 26% increase in positive mentions.
- **Environmental Defense Fund**: research indigenous environmental leaders, prepare storyboards, help develop narrative arcs and NGO positioning, and produce video series to combat deforestation.

### APCO Worldwide, Senior Associate Director, Creative & Strategy, March 2022 - September 2022

### APCO Worldwide, Associate Director, Creative & Strategy, March 2021 - March 2022

### mr. lojo, Freelance Creative Strategist, November 2016 - March 2021

### Crain Communications, Creative Marketing Manager, October 2015 - November 2016

### Crain Communications, Creative Strategist, June 2014 - October 2015


**skills:** 360 campaigns, adobe creative suite, after effects, airtable, brandwatch, chat gpt, comedic timing, conversational turn-taking, dall-e, earned/paid media, emotional intelligence, empathic listening, esg, figma, google analytics, hubspot, illustration, illustrator, indesign, instagram, keynote, meltwater, miro, nintendo, photoshop, procreate, prompt engineering, public speaking, qualitative & quantitative research, quid, reputation management, saas, sketch, social media strategy, storyboarding, talkwalker, trello, youtube, being in slight reach of my mother's expectations



University  
of Florida

B.S. in  
Advertising

Summa Cum  
Laude, 2011



Hi! I'm Lorenzo John, a creative and strategy director who's worked over ten years across 20+ industries with countless brands. From skilled storyteller to generational conduit, I'm a diverse and tactical thinker who pays special attention to informational hierarchy and a creative juggernaut that dares others to dream. But instead of me going on about myself, here's an excerpt from **Anonymous APCO Colleague #6's** feedback from my last annual review:

**A) What are their strengths?**

"Lorenzo's strengths are amplified by the fact they're strengths that barely anyone else at APCO has. **He's an incredible creative, capable of truly original ideas and captivating stories. His presentations are routinely exceptional** – blending together words, images and themes through a mix of both outstanding technical and creative talent.

When it comes to pre-work too, the time he puts in is unrivaled. **He commits an incredible amount of care and time into the research and conception of his [ideas] – much of which I would venture no one ever sees or truly appreciates.** What we see in the final product belies a level of investigation and effort that we shouldn't take for granted (or let go unrewarded).

At APCO we have a lot of smart people who can teach you a lot about specific issues or technical. But when it comes to craft, **I think Lorenzo stands pretty much alone in the sheer breadth of lessons he could teach about how to strategize, to ideate, to write, and to persuade.**

Of course, too, **Lorenzo's ability to work independently and produce top-level work is another large strength** in an environment that more-often-than-not relies on multiple people each contributing sections to proposals or presentations.

Ultimately, Lorenzo's work is exactly the Insight-to-Idea approach that [we say we want] to adopt – only it goes further by adding in a level of narrative design and visual storytelling that quite frankly is years ahead of where APCO is currently."

**B) What are their areas of growth and improvement?**

"Lorenzo needs to be better empowered to do what he does best. **He's an outlier at APCO who does a ton of things that no one else can. We should be building around his skillset,** narrowing his role to where he can have the most impact, giving him space/autonomy to work and investing in the resources he needs.

I think the area of growth comes through figuring out what to hone in on. It could be **New Business, it could be client-facing Creative Strategy, or it could be training a new class of strategists.**

It'd also be great to have more of what Lorenzo does be made more widely available. **Whenever he presents new business pitches or work, it's the most inspiring part of the day** and it's 100% the aspirational ideal that APCO thinks it can be."

**--Anonymous APCO Colleague #6**