

# Brian Lamy

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@THEBRIANLAMY

## Creative Brand Builder and Social Entrepreneur

CREATIVE DIRECTOR // ART DIRECTOR // DESIGNER

## Work Experience

### FREELANCE // BRAND CONSULTANT + CREATIVE DIRECTOR, ART DIRECTOR FEBRUARY 2021 - PRESENT // NEW YORK, NY + REMOTE

Consults with ad agencies, Fortune 500 companies, and startups to craft strategic brand campaigns, visual identities, and content solutions that tell better stories to inspire behavior change, build brand loyalty, and drive engagement. Delivers 360° creative campaigns, PR activations, branding, social, email, and texting strategy. Helps agencies secure new clients and additional revenue.

**Brands:** Love Wellness, fairlife, Gatorade, International Trucks, Revance Therapeutics, Macy's, Quaker Oats, Merrick Dog Food, Mirvie, Westerra Credit Union

**Agencies:** FleishmanHilliard, Dentsu, MajorBehavior, Secret Fort, Westerra Credit Union, Revance Therapeutics

### @THEBRIANLAMY // CONTENT CREATOR MAY 2022 - PRESENT // NEW YORK, NY

Destigmatizing mental health, feelings, and sobriety through compelling and digestible content on Instagram and TikTok.

### SOULO // FOUNDER AND CREATIVE DIRECTOR OCTOBER 2022 - APRIL 2024 // NEW YORK, NY

Launched in October 2022 as a sensorial self-care experience to help people feel their feelings, Soulo brought together physical products, such as bath soaks and candles, with curated content, such as music and reflections. Brought the brand to life across social, e-commerce, email, and SMS programs. Garnered attention in publications including NBC's Today Show, Fox, Authority Mag, and Queer Forty.

### FCB // ART DIRECTOR

JUNE 2016 - JANUARY 2021 // CHICAGO, IL

Brought large brand campaigns to life, including TV, social, digital, print, and experiential. Helped brands find new and innovative solutions to show up in culture as part of the Idea Engineering Team.

**Brands:** Cottonelle, Clorox, Glad, Renew Life, FIAT, Humana, Radio Flyer, Choose Chicago, Chicago Public Library, Valspar, Pine-Sol, Liquid-Plumr

## Education

### NYU // SILVER SCHOOL OF SOCIAL WORK SEPTEMBER 2024 - MAY 2026 // NEW YORK, NY

MSW, Master of Social Work

### SAVANNAH COLLEGE OF ART AND DESIGN SEPTEMBER 2012 - JUNE 2016 // SAVANNAH, GA

BFA in Advertising, Art Direction

## Certifications

### THE EMBODY LAB

FEBRUARY 2021 - PRESENT // NEW YORK, NY + REMOTE

Certification Program, Somatic Stress Release

## Skills

### ADVERTISING

- ⊗ 360° Brand Campaigns
- ⊗ New Business Pitches
- ⊗ Video [Online, Social, TV]
- ⊗ Social
- ⊗ Email and SMS
- ⊗ Print and OOH

### DESIGN

- ⊗ Brand Identity and Logos
- ⊗ Visual Design Systems
- ⊗ Website Design
- ⊗ UX/UI Design
- ⊗ Packaging Design
- ⊗ Deck Design

### STRATEGY

- ⊗ Creative Strategy
- ⊗ Brand Positioning
- ⊗ Digital Strategy
- ⊗ Social Media Strategy
- ⊗ Market Research
- ⊗ Brand Analysis

### SOFTWARE + PLATFORMS

- ⊗ Adobe Creative Suite
- ⊗ Facebook Creative Hub
- ⊗ Figma
- ⊗ Sketch
- ⊗ Google Suite
- ⊗ Microsoft Suite

### PROGRAMMING

- ⊗ HTML
- ⊗ CSS
- ⊗ Liquid (Shopify)