

Lauri Maerov, WriteThink

CREATIVE DIRECTOR & SENIOR COPYWRITER

Asheville, NC

lauri@writethink.com

I've been lucky enough to work with top brands and agencies including Procter & Gamble, DIRECTV, EarthLink, Hain Celestials, Murad, Timberland, LORAC makeup, Interbrand and Resource Interactive. I've been tapped as a brand strategist, naming consultant, and brand voice expert to launch hot new brands including SpaRitual and MUD Make-up, revitalize lines like Jane Iredale, Clairol and Zia Basics, and name everything from new technology products to Oscar-nominated movies.

At heart, I'm a storyteller. My background as a Hollywood studio exec, screenwriter and award-winning fiction writer comes in handy: I understand how to invent stories and language that ignite an authentic emotional connection with an audience – and deliver quantitative results.

As digital creative director on P&G's global hair color brands, my agency team increased Facebook fans 944% from 27,000 to 255,000 in just 4 days, winning best-in-class citations from Facebook. I also led the creative concepting and design of Clairol's and Wella Koleston's successful new global websites.

Don't let my address keep you from calling. Have MacBook Pro, will travel.

Experience

Naming Initiative Lead Consultant/Creative Director

Cincinnati, OH
Feb 2013 - Present

Procter & Gamble

My company, WriteThink, is agency-of-record to name a new product developed by a major P&G brand. (Under NDA until launch, we can't reveal more.)

- Led P&G execs and other key players in brainstorm kickoff on naming initiative
- Generated naming candidates for this top-secret launch with my team of creatives
- Developed naming guidelines, principles and systems for the brand's future products

Education

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