



LAURA FERRIS NORMAN | CREATIVE DIRECTOR

CREATIVE. STRATEGIC. STORYTELLER.

SKILLS

Adobe Suite, Live-Action Production, Broadcast, Youtube, Influencer Marketing, Content Creation, 360 Campaign Development, Big Ideas, Creative Strategy, Google Sprints, Editorial Content Planning, Branding, Identity, Advertising, Copy-writing, Animation Flow, Film, High-Fives

EDUCATION

University of Massachusetts- Amherst, 2007
Savannah College of Art & Design; BFA, Graphic Design, 2010

AWARDS & RECOGNITIONS

2019 Webby Nomination | Best Entertainment Series
2018 Guinness World Record | RBKLS
2018 CT AdClub Award, Gold | Best Integrated Campaign
2015 LEGO Talent Team
2013-20 Helpful Amazon Reviewer

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

The LEGO Group
2013-2020

- Lead internal and external creative teams to create award-winning, global campaigns.
- Created LEGO's first hosted, live-action entertainment series that embraces LEGO as a medium. REBRICKULOUS is a webby-nominated, world record-holding series that shows the brand's creativity, beyond the box.
- Specialize in influencer marketing and 360 campaign development.
- Selected from 600 creatives worldwide for the global LEGO Agency talent team and nominated to be a member of LEGO's corporate-wide leadership team, the Playground Builders.

BRAND & GRAPHICS DIRECTOR

Wtgs-FOX/Wjcl-ABC
2011-2013

- Led a team of producers and videographers to create more effective marketing assets across platforms
- Directed a network-wide rebranding while maintaining multiple live, daily broadcasts
- After the launch of the re-brand, viewership increased and the network moved from #3 to #2, expanding their younger audience. Through my work in live media, I connected with Second Harvest-Feeding America to create pro-bono PSAs and organize live food drive events.

ART DIRECTOR

United Colors of Benetton
2010-2011

- As part of a thinktank for the United Colors of Benetton, we worked in a multi-disciplinary, cross-functional teams to develop the next innovative retail experience.
- In 2010, our 'Hyper-Real' concept was ground-breaking approach to the digital and social retail space.

BRAND CONSULTANT

Georgie Beauty
2007-2011

- Developed branding and identity for the luxury beauty start-up, Winks by Georgie.
- Launched branding in 2008 and was picked up by nation-wide by retailers like Bergdorf Goodman's and HSN.