

LUCAS SPANN

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SOCIAL

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FOCUS

making cool shit
experiential
digital
social
campaigns
branding
weird decals that go on walls
emotions, mmm

SKILLS • MAIN

writing
concepts
presenting
creative direction
grace under fire

SKILLS • IN A PINCH

comps
insights
strategy
sound design
cocktails

THINGS I'M NERDING OUT ON

Modern Folklore
The Zettlekastern System
The role of patron in fan art + ai
Gins + Arakawa
Living, loving, laughing

Experience

INTEGER (2021-Present)

Creative Director
Reimagining the AT&T retail experience, exploring AI, winning the Stoli AOR, and creating systems for remote collaboration.

Clients: AT&T, Starbucks, Stoli, Frito Lay, Sally, Integer DEI

GRACKLE (2020)

Co-founder, Creative Director
Launched an experiential agency during a pandemic (nice).
Projects included consultation, branding, consumer experience audits, and ritual designs.

Clients included: Lucky Strike Lanes, The Texas Rangers, Mercatalyst, Gardaworld, Encore Live, AKQA, VIA, The Old State, and more!

THE MARKETING ARM (2017-2020)

Senior Copywriter > Creative Mutant > Creative Director
Launched Goodyear's social, unbanned Pam from Chili's, and helped develop the agency's experiential department.

Clients: Kinder, Goodyear, Chili's, AT&T, Nissan, Wendy's, Arby's Bacardi, Dewars, Nintendo, Gamestop, Hilton, NBA, State Farm, Frito Lay, Patrón, American Airlines

SPLASH MEDIA (2014 - 2017)

Intern > Copywriter > Senior Copywriter > ACD
Went from intern to ACD in a blink of an eye while working in social.

Clients: ZTE USA, Match.com, Facebook, Bar Louie, Visit Dallas, University Hospitals, Terminix, TruGreen, Tony Roma's, Monitronix

FREELANCE (2014-BEYOND!)

Writer/Doer

Projects: Ron English: Lacework brand launch, Brandit Popmart!, The Good/Bad Art Collective: Rock Lottery, AR Gameshows for Pennzoil, and tech branding. Weee!

Educations

UNIVERSITY OF NORTH TEXAS

BA Strategic Communications

Highlights: Creative Director of NSAC/AAC Team (won a silver, boo), maxed out allowable publications in the school literary review.

TEXAS PUBLIC SCHOOLS

I graduated!

Highlights: Most imaginative award (Kindergarten), banned from using the intercom (middle school), rushed the court during the student vs faculty basketball game to steal the ball and take a silick granny shot (high school).