

# Lacy K. Campbell

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## CREATIVE DIRECTOR AND WRITER

Dynamic creative professional with 15+ years' experience working across multiple platforms with diverse teams. Visual storyteller, exceptionally skilled in collaboration, leadership, and detailed project management, with a history of guiding unique projects from concept to completion.

### CORE COMPETENCIES

- **Originality and vision:** Create, communicate, and execute innovative storytelling concepts
- **Imaginative:** Adapt source material (educational, literary, public policy) into compelling narratives
- **Multidisciplinary:** Apply an idea, story, or concept across multiple disciplines and platforms: live performance, spectacle, puppetry, interactive tech, art installation, digital media
- **Highly collaborative:** Develop, lead, and work within diverse teams to create intelligent, emotionally engaging content. Collaborate across cultures to bring deeper joy and understanding to audiences.
- **Creative arbitrator:** Balance competing interests, manage resources, make decisions and see projects through to completion

**Grants, Honors & Awards:** Speaker and Panel Moderator: SATE North America, 2019 | 4Culture: Artist Project | Seattle Arts & Culture: smArt Ventures Award | Artist Trust: GAP Award | Chicago Department of Cultural Affairs and Special Events: CAAP Award, CityArts Grant | The Awesome Foundation: Grant Recipient | Chicago Lab and Urban Retreat: Incubated Artist | Pivot Arts: Incubated Artist

**Skills:** Concept creation and development, exceptional written, oral, and presentation skills, collaboration, strategic thinking, strong social and digital IQ, time/task management, problem-solving, attention to detail, leadership, site-specific installations and performances, strong command of Spanish (advanced/conversational)

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## PROFESSIONAL EXPERIENCE

### Themed Entertainment and Location-Based Entertainment 2018 to present Concept and Show Writer

*Created concepts and characters, wrote narratives and scripts for a variety of attractions and audiences*

- Wrote narratives and treatments for various dark rides in the US, based on folklore and nature themes
- Consulted on incorporating puppetry principles into AA scripting/staging for a new park in Asia
- Researched and adapted traditional folktales and puppetry for a cultural heritage boat ride in Asia
- Developed concepts for audience interventions and art installations; wrote multi-track scripts (with family-friendly and after-dark variations) for a new 360 omni-channel entertainment attraction in the US

### Scheherazade's Suitcase (web series) 2017 to present Creative Director, Co-Writer, Director

*Created and developed concept. Engaged cultural accountability organization for inclusive representation*

- Recruited an entirely remote, all-female team of Middle Eastern/South Asian artists, writers, composers, and puppeteers to retell stories from 1,001 Arabian Nights, showcasing the work of female artists
- Funded project entirely by writing grants.
- Successfully produced the pilot episode of "Scheherazade's Suitcase," a new web series using 2-d puppetry and humorous storytelling.

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## The Jellyvision Lab

2014-2020

### Writer/Director, Senior Production Writer

*Strategic, innovative digital content for global clients and in-house product development*

Wrote, directed, and provided creative oversight for wide range of digital content, including interactive conversations, configurable and animated videos for US-based and international clients. Led team of animators, artists, voiceover actors, and composers to realize a cohesive, engaging vision.

- Led team of writers to customize scripting for interactive software conversations.
- Oversaw translations and directed all Spanish-language products.

### Notable achievements:

- **Wrote and directed the company's first foray into an emerging technology** to create a flexible, universally relatable framing concept. Led a team of artists, animators, composers and engineers to build a creatively satisfying video, exceeding personal and company goals for diversity with on-camera talent. **Product was wildly popular with clients, drove increased sales of interactive software, and was ultimately distributed to over five million users.**
- **Researched sociocultural norms and values** for a Fortune Global 500 client with offices across five continents to communicate a set of behavioral policies. Led team of artists, animators, voiceover talent, and composers to create a series of non-obvious scenarios to illustrate policies in a nuanced, humorous, and thoughtful way. Offices across the globe responded positively, often watching videos on repeat. **Non-Western offices reported a deep appreciation of the diversity and complexity of characters and scenarios.**

## Theatrical Director & Designer

2007-2016

*Original work and adaptations for live theater with a focus on puppetry.*

Object and puppetry design for commercial and non-profit theaters throughout Chicago, staged in traditional, non-traditional, and immersive venues, with budgets ranging from \$500 - \$800,000. Sought out partnerships with community-based arts organizations to amplify local voices and stories through multi-disciplinary, multi-lingual performances. Received funding and recognition from numerous institutions and organizations.

- **Designed and built a life-sized whale**, with a budget of \$50 in 5 days to execute the vision of a 10-year-old playwright in partnership with a non-profit, arts-education theater company. Used industrial trash bags, duct tape, and box fans to create an inflatable, life-sized orca that sprang to life from behind a 5x7' curtain. **A surprising and magical moment of stagecraft, a screaming auditorium of elementary schoolers, and one very delighted playwright.**

## Redmoon Theater

2001-2012

### Performer, Team Leader

*Site-specific theatrical spectacle and art installations for public and private events.*

Created multidisciplinary installations, rituals and performances for private clients and public performances. Directed improvised vignettes for immersive elements and audience interaction.

## EDUCATION

**BFA, Comedy Writing & Production, Emerson College | BFA, Acting, Emerson College; Summa Cum Laude**

Continuing Education: Transmedia Storytelling (University of New South Wales), Imagineering in a Box (Khan Academy), Theme Park Design (Steve Alcorn), Ron Howard Teaches Directing (MasterClass),