

Lacy K. Campbell

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CREATIVE DIRECTOR AND WRITER

Dynamic creative professional with 15+ years' experience working in 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

Honors and 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 direction, 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)

PROFESSIONAL EXPERIENCE

The Bezark Company 2019 to present

Associate Creative Director, Puppetry Consultant, Writer

Write, develop, and direct live and preprogrammed shows

- Direct show programming in pre-production environment, incorporating and balancing a wide array of creative and technical elements (projection, music, lighting, sets, animatronics)
- Cast and direct voiceover for animatronics and other show moments
- Work with multiple translation teams to realize original, funny, and culturally appropriate scripting
- Design detailed puppetry rehearsal and staging for animatronics in live and pre-programmed modes
- Develop concept and room-by-room beats and activations for various zones

Themed Entertainment and Location-Based Entertainment 2018 to present

Concept and Show Writer (freelance)

Created concepts, beats, and scripting for a variety of attractions and audiences

- Wrote ride treatments for US-based and international theme parks, resorts, and attractions
- Researched and integrated historical and mythical source material into ride narratives
- Developed characters for expansive, immersive environments
- Scripted multi-track audience performances for immersive experience

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Scheherazade's Suitcase (web series)

2017 to 2019

Creative Director, Co-Writer

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 through a feminist lens, 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.

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 and mentored junior writers in 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 video technology.** Led a team of artists, animators, composers and engineers. **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. **Non-Western offices reported a deep appreciation of the diversity and complexity of characters and scenarios.**

Theatrical Director & Designer (freelance)

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.

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),