

Doug Black

Creative Director & Writer

dougblack1@gmail.com · doug.black · linkedin.com/in/douglasblack · New York, NY

I write campaigns and brand voice systems that move business and survive Legal. I've built five systems where none existed, four in highly regulated categories. I started in journalism and still work that way: get the story straight, then write it.

EXPERIENCE

Creative Director, Copy — Lincoln Motor Company

Apr 2021 – Apr 2026

Hudson Rouge (WPP) · New York

Creative Director on **Lincoln** across campaigns, digital, launches, retail, CRM, and comms. Senior copy CD on the account, partnered daily with the SVP Group Creative Director and teams in the New York and Detroit offices.

Owned the brand voice and the standards that kept it consistent across every touchpoint. Advised and mentored writers, onboarded the incoming Creative Director on Lincoln Access Rewards, and presented to Lincoln marketing leadership including brand managers for each nameplate.

Led digital copy while Lincoln.com climbed from 16th to 6th in J.D. Power's manufacturer website study, and Lincoln finished #7 in Consumer Reports' 2026 Brand Report Card, the highest-ranked American brand and the biggest jump on the list.

Selected work: Lincoln Rejuvenate launch (voice, naming, campaign); Redeem Your Dream, including the platform name; 100 Faces of Lincoln (52M impressions, 7.6% engagement, Silver Shorty Honor).

Creative Director & Writer — AREA15

2026

Independent · Las Vegas / New York

Full-site voice and copy for a 35-acre immersive entertainment district off the Las Vegas Strip. Thirty pages, forty-plus attractions, every venue, and an About page written from nothing. Sole writer, reporting to the CMO and VP of Creative. Defined the brand voice with no existing guide to work from, and resolved the SEO-versus-design conflict that was blocking the developer handoff.

Copy Lead & Content Design — Goldman Sachs

Sep 2018 – Apr 2020

Publicis Sapient · New York

Embedded at Goldman Sachs HQ across two engagements, managed the copy team that built the voice and content system for the Private Wealth Management platform, serving clients with \$10M+ in investable assets. Wrote the guidelines that served three audiences at once: rules for product owners, a reference for writers, and onboarding for new hires. Voice architecture, tone principles, component-level standards, error and empty states. Copy had to satisfy Legal and compliance and still sound human.

Recruited a junior writer onto the team, then onboarded him and managed his daily work. Also led naming and product language on an internal analytics platform, wrote its technical documentation, and wrote the executive narrative that introduced it to firm leadership. Led the copy on the language layer of Goldman's public design system, roughly 40 components across 60 pages, launched February 2020.

Senior Copywriter & UX Writer — Verizon Wireless

Apr – Sep 2018

AKQA · New York

Replaced years of copy written by different teams to different conventions with a single system: vocabulary, nomenclature standards, and copy patterns governing navigation, product pages, onboarding, support, account management, and transactional messaging across VerizonWireless.com and the MyVerizon app, serving 113 million subscribers.

Within seven months of launch: mobile sales conversion up 15.6x, overall usage up more than 50%, in-app bill payment from 68% to 85%, autopay enrollment up 27%. Webby Honoree, Mobile Sites & Apps.

Lead Writer — SoundCloud Go

Oct 2015 – Jul 2017

SoundCloud · New York

First dedicated writer in the company's history. Built SoundCloud's brand voice from zero and launched SoundCloud Go, the platform's first subscription offering, asking an audience of 175 million free users to start paying without making them feel the thing they loved had been replaced. The voice built for the launch became the voice of the company.

Creative Director & Copywriter

Oct 2013 – 2021

Independent · New York · Selected engagements

Air Company (brand voice, manifesto, and tagline; Fast Company Top 10 Product Launches of 2019), **Better.com** (embedded product and brand voice), **Evercore** (brand voice and messaging framework), **Louis Vuitton**, **Audi**, **Mercedes-Benz**, **Harman Kardon**, **JBL**, **Google**, **Bloomberg** and **Comcast** (with Code and Theory), **Mirror** (with Huge), **Corro** and **Open Farm** (with Red Antler).

Copywriter → Senior Copywriter

Jul 2010 – Oct 2013

Huge · New York

Pepsi Refresh Project: first writer on the platform that redirected Pepsi's \$20M Super Bowl budget into public grants. 1,000 ideas funded in year one, 87 million votes cast, and Pepsi rose from #16 to #5 among America's most reputable brands. IxDA Best in Category.

Built the editorial framework and reported the original stories behind **Four Seasons'** global content program, across 30+ properties and dozens of languages. International Design Awards: Gold.

American Express (Silver, NYC Design Awards), **Barneys New York**, **Target**, **Google**.

Journalist, Contributing Editor & Copywriter

2006 – 2010

New York Press · Cool Hunting · Big Spaceship · New York

Long-form editorial on design, culture, and luxury. Staff writer at New York Press, contributing editor at Cool Hunting, with freelance features for *Wallpaper**, *Surface*, and Zagat. The foundation for everything since: report first, then write. Also wrote early digital and social copy at Big Spaceship, including GE Healthymagination and Altoids.

WHAT I DO

Campaign & Launch Concepting · Brand Voice Systems · Content Design & UX Writing · Editorial & Long-Form · Naming & Verbal Identity · Team Leadership & Mentoring · Cross-Functional Partnership

ALSO

Intel · AWS Wickr · GoDaddy · XL Insurance · H&R Block · Pfizer · Artnet · Pantone · Bulleit · Chipotle · Buffy · Viacom

EDUCATION & AWARDS

University of Virginia: BA, History and Fiction Writing. Sketch and improv at UCB. Poetry at Gotham Writers.

Clio Health, top interactive honor (GE Healthymagination) · International Design Awards, Gold · IxDA Best in Category · Silver Shorty Honor · NYC Design Awards, Silver · Webby Honoree · FWA · Communication Arts · W3