Lucas Mautner

ASSOCIATE CREATIVE DIRECTOR | COPY AND WEB

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Profile

Creative leader and copywriter with 8+ years of experience shaping integrated campaigns, digital products and web experiences across healthcare, financial services, technology, media and consumer brands. Combines brand voice and UX thinking with cross-functional collaboration and hands-on team leadership. Leads AI adoption across copy, art direction and UX workflows.

Core strengths

Creative direction • Campaign development • Brand voice • Web and UX copy • Scriptwriting • Email and social • Content strategy • AI workflow design and adoption

Experience

Teladoc Health | Full-time

Associate Creative Director, Copy (UX/Web) | Aug 2025–Present
- Lead copy and content development for major B2C and B2B web initiatives, including the homepage, GLP-1 care, Wellbound employee assistance, chronic condition management and mental health.
- Guide teams across copy, art direction and UX, partnering with product, marketing, legal and behavioral science from strategy through launch.
- Built and lead the web team’s end-to-end generative AI workflow across copy development, art direction and UX flows.
- Manage and mentor an art director and copywriter while contributing to hiring, team planning and creative standards.
- Shape Teladoc Health’s digital voice, balancing brand expression with clarity, usability and healthcare communication.

Senior Copywriter/UX Writer | Nov 2024–Aug 2025
- Translated complex healthcare services into clear customer journeys across web pages, landing pages, UX flows and member education.
- Partnered with UX, design, product, marketing, legal and behavioral science to develop concepts and refine messaging around audience needs.
- Helped modernize the digital voice across consumer and B2B experiences.

Senior Copywriter | American Express · Contract | Jun–Nov 2024
- Developed campaign concepts and customer-facing copy across web, email and digital channels for the OnBrand team.
- Partnered with art directors and strategists to turn business objectives into polished creative for a regulated global brand.

Senior Copywriter | Iris · Contract | Sep 2023–Nov 2024
- Created integrated campaigns and digital work for American Airlines, Bentley, Barclays, IHG and Wellstar across web, email, social and video.
- Collaborated with multidisciplinary teams from concept development through client presentation and production.

Senior Copywriter, Global Marketing | Nielsen · Contract | Aug 2022–Jun 2024
- Developed B2B campaigns and content for Nielsen and Gracenote across web, email, social, reports, webinars, podcasts and video.
- Translated complex measurement, advertising and sports data into accessible stories for marketers, agencies and media professionals.

Senior Copywriter/Creative Lead | Yahoo · Contract | Feb–Aug 2023
- Led copy development for Yahoo, Yahoo Finance, Yahoo Mail and Yahoo Sports across campaigns, web, email, social, video and digital experiences.
- Provided creative guidance from concept through final delivery, maintaining consistency across channels.

Copywriter | MALKA · Full-time | Nov 2020–Nov 2022
- Created campaigns, digital experiences, branded content and social creative for Amazon, KPMG, WeWork, ADP, L’Oréal, MoneyLion, Verizon, Deloitte, Peloton and Morgan Stanley.

Copywriter | Stash · Contract | Jun–Nov 2020
- Wrote UX and web copy that made investing concepts and product actions easier for customers to understand.

Copywriter | BetterUp · Contract | Oct 2019–May 2020
- Developed UX content for digital coaching experiences, emphasizing clarity, usability and a supportive brand voice.

Copywriter | Mosaic Foods · Contract | May–Oct 2019
- Created brand, email, social, web, UX and customer-experience copy for a growing direct-to-consumer food company.

Junior Copywriter | Candid · Full-time | Jun 2018–May 2019
- Wrote UX, customer-experience, email and social copy across the customer journey for a consumer healthcare brand.

Education

MFA, Creative Writing | The New School, New York, NY | 2019
BA, English Literature | Hunter College, New York, NY | 2017
AAS, Advertising and Marketing Communications | Fashion Institute of Technology, New York, NY | 2015