

Chris Bradley

www.cbradley-cd.com (Creative Direction)

www.chris-bradley.com (Film Direction/Photography)

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I'm an experienced Creative Leader trained in Art Direction and Design with a proven track record of award-winning ideas for modern marketers. For the last 15+ years I've had the privilege of building and leading teams of amazingly creative people while working hand-in-hand with incredibly talented clients. **My goal is to make things that people want to pay attention to and not actively ignore - like "ads."**

EXPERIENCE:

Creative Director, Raycon Global (July 2020 - Present)

Currently leading an In-House Creative team to define and build out the Raycon brand across all consumer touch points including Advertising, Social Media, Packaging, etc.

Partner (Creative), Gr0wthDr1vers & Revival Content Studio (Jan 2019 - Present)

A full-service digital agency that specializes in creating and distributing content to help clients increase awareness and customers. We're at the forefront of digital, while staying true to our roots as disciplined brand marketers who relentlessly focus on driving business results.

Revival Content Studio is a turn-key solution born of the Covid-19 experience to help marketers turn their existing marketing assets, videos, presentations, etc. into thoughtful video series to combat "Webinar Wearout."

Creative Entrepreneur (May 2018 - Present)

After working with Gary Vaynerchuck for 3 years, the entrepreneurial bug bit me and I decided to take a shot at "Doing My Own Thing" for a while:

Founder; The Ringleader: I launched **The Ringleader** to take on projects that will "fund" my ability to work on projects like **Dogville** (see below) and other personal photography and film projects. I've helped companies like HearstLabs, RoadtripNation, Robert Barakett and Robincare develop marketing strategies and creative assets (videos, animations, social posts, etc.).

Founding Partner; Dogville: Helped form and launch Dogville (www.thisisdogville.com); a month-long "PupUp Experience" for dogs and their humans (Spring 2019 in NYC and Fall 2019 in LA). Dogville provides brands a unique and authentic way to connect with their consumers through the shared love of dogs.

VP, Group Creative Director, VaynerMedia (May 2015 - May 2018)

Known for its un-compromising approach to solving it's clients marketing challenges, VaynerMedia was a triple, post-doctoral in modern marketing.

Group Creative Leader (with an Account partner) responsible for a discreet P&L totaling approx. \$20MM in revenue. Grew the business YOY for 3 years at approx. 20% profit. In addition to winning the Budweiser US creative business (TV, Digital, Social, Print and OOH) away from the 10-year incumbent; the 30+ person creative team I built and lead consistently delivered successful and engaging work for brands like: Stella Artois, Clean & Clear, Fila, Johnson's Baby, Petit Planet, Ritz, Sour Patch Kids, Swedish Fish, and Veal.

Freelance Creative Director/Brand Consultant (July 2014 - May 2015)

When the opportunity came to work with my personal heroes (the Magnum Photo Agency), I jumped at it. I helped them imagine a future for themselves in a world where everyone is potentially a photojournalist; inclusive of platforms like Instagram and re-thinking how they approach brands for who are looking for content.

Along the way I worked on assignments for Naked (Virgin Atlantic), Cake, ForeverBeta, LoyalKaspar (on projects for CNN, A&E and TNT) and VaynerMedia (Budweiser & Mixxtail).

Group Creative Director - Brand, Code and Theory (Mar 2014 - July 2014)

Lead work across all clients in Brand portfolio, including Dr Pepper Snapple Group, Maybelline New York and the BURGER KING® brand

Group Executive Creative Director, R/GA (Jan 2012 - Mar 2014)

Lead a 20+ person creative team that handled MasterCard (digital and social); project work for Samsung, Cocoa-Cola and others. Responsible for creative portion of a discreet P&L that grew YOY while retaining a substantial profit margin.

Executive Creative Director, BigFuel (Jan 2011 - Jan 2012)

Developed and lead the creative team at "The First Pure-Play Social Media Agency." Clients included GM (Chevrolet, Buick, Cadillac & GM Trucks); SamsungUS, Siemens and others.

Senior Partner, Group Creative Director, Ogilvy; New York and San Francisco

(Apr 2006 - Jan 2011)

San Francisco - Responsible for the creative output and co-responsibility of entire office business success for Ogilvy's San Francisco location. Clients included Yahoo!, am/pm & ARCO.

New York - Lead and managed a multi-disciplinary creative team on Kodak, Stolichnaya, Coca-Cola and FeedingAmerica.

Creative Director, MFP (April 2006 - Apr 2007)

Creative Direction of projects across all traditional disciplines, development of emerging media opportunities, strategies and new business activities. Clients included Samsung, Coca-Cola (FarCoast), Sneaux Shoes and Kirin.

Vice President - Creative Director, Arnold Worldwide (Feb 2000 - May 2006)

Creative Direction of the Volkswagen web site, non-traditional/ambient/viral marketing, Volkswagen Promotional Events, Direct Mail and Volkswagen Dealership Environments and Collateral. Named the agency representative for the Volkswagen Global Industry Expert Team.

Design Director, FITCH (1997 - 2000)

Involved in all aspects of corporate identity development; Strategic, Creative, and Execution. Specific focus on integrating brand attributes and personality through the range of design services that FITCH offered (Communications, Product Development, Consumer Environments). Clients included Nortel Networks, Compaq, Timberland, and various other technology focused companies.

Senior Designer, JagerDiPaolaKemp (1993 - 1997)

Emphasis in youth oriented and entertainment focused clientele. Design of collateral, packaging, motion graphics, product design and graphics, interactive and web projects, etc. Clients included; Burton Snowboards, Levis, Pepsi, Sony, Merrell and Canon.

ADDITIONAL INFO:

In addition to my ongoing Direction and Photography work, I'm currently developing a Documentary Film about "Risk Taking" in highly traditional contexts. My subjects include a 2-Michelin starred chef, a husband/wife duo of classically trained violinists and a cycling apparel designer.

I race road bikes as part of Team MoMA; I'm married to an Art Therapist. We have a rescue pitbull named Mylo.