

BRAD REID

CREATIVE DIRECTOR, DESIGNER, & STRATEGIST
WITH END-TO-END, PERFORMANCE-DRIVEN IDEAS

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I've been digging into brands, audiences, and data for over 20 years to make any size idea possible. In the trenches and leading the charge, I love to tackle cross-functional business problems, offer creative solutions, and turn them into levers. I am an empathetic leader, passionate about the intersection of humans and technology, team transformation, and leveraging AI to execute creative faster, smarter. Want to know how I can help you? Send me a message and let's connect.

EXPERIENCE



- 20+ Years Total
- 16+ Years Directing
- 13+ Years in Management
- 3+ Years in Start-ups

HARD SKILLS

Adobe Creative Suite: Photoshop, After Effects, InDesign, Illustrator | UX Design: Figma | Content Management Systems: Wordpress, Storyblok | Marketing Automation Platforms: Active Campaign, Marketo, Hubspot | Project Management & Collaboration Tools: Monday.com, Asana, Slack, Frame.io, Markup.io

SOFT SKILLS

Team Development, Conducting Brainstorms, Answer-first Communications, Critical Thinking, Mentorship

TRANSFERABLE SKILLS

Strategic Planning, Concepting, Design, Content Strategy, Brand Positioning, Visual Identity, Pitching, Presenting, Brief Writing, Messaging Architecture, Storyboarding

AI SKILLS

Gemini, ChatGPT, Jasper, Canva Pro, Adcreative, Munch

VERTICALS

Finance, Auto, Health & Science, Green Living & Development, Education, Consumer Tech, Wireless, Devices, TV Entertainment & Streaming, Telecom, ISPs, Hardware & Manufacturing

EDUCATION

- Bellevue University: Bachelor's Program for Graphic Design Upskilling
- College of DuPage: AAS in Advertising, Design & Illustration

SPRINGBOARD

CREATIVE DIRECTOR

2022 – CURRENT

- Led the establishment of an in-house creative agency, saving Springboard 70% on agency fees and boosting production by over 500%
- Launched the Springboard re-brand, including collateral, email nurture streams, decks, sales tools, and a 60-page website that boosted conversion 12%
- Spearheaded a 4-part video series, landing pages, and marketing campaign, versioned for 3 audiences reluctant to convert, that beat benchmarks handily and achieved 22% attributed conversion

RSI

CREATIVE & MARKETING DIRECTOR

2021 – 2022

- Launched a D2C sales funnel within 12 months; 6-state launch engagement beat benchmarks up to 5x in CTR, 2-3x in conversions
- Improved B2B lead gen performance over 35% with a new media mix that included organic video, paid search, cold prospecting, and events
- Rebranded the corporate and product positioning, including the development of a new 50-page website that improved traffic over 8x, trended to double in three months

HARP

CREATIVE SERVICES DIRECTOR

2019 – 2021

- Stabilized the #1 agency client relationship and grew revenue 20% within the first 9 mos.
- Modernized the 20-year-old agency visual identity, positioning, and website to improve lead generation and competitive standing

EPSILON

GROUP / CREATIVE DIRECTOR

2011 – 2019

- Led a national launch of iPhone X for AT&T with a successful 24-hour go-to-market activation plan
- Led the targeted launch of DIRECTV streaming TV service, with 330% over-performance, gaining 1MM subscribers year one
- Serviced 13 senior and executive-level clients simultaneously, while optimizing creative ideas against annual campaign budgets up to \$50MM

ASPEN

CREATIVE / ART DIRECTOR

2003 – 2011

- Pitched hundreds of concepts, crafted national and local campaigns, conducted high-level external brainstorms and internal planning sessions