BRANDON FRIEDMAN

Creative Director, Copywriter, Creative Arborist

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PROFESSIONAL SUMMARY

High-performing creative with 20+ years of experience creating impactful, strategic, brand-building work. Thrive in a fast-paced setting while leveraging skills in problem solving, positioning, collaboration, mentoring, presentation, and storytelling. Committed to lifelong learning and exceeding expectations.

Category Expertise: B2C, B2B, Food & Beverage, Retail, Healthcare, Sports, Tech, Pharma, Cannabis, Travel & Leisure, Apparel, Lifestyle, Financial, Beauty, Gaming, Utilities, Hospitality, Agriculture, Home Improvement, Wellness, Luxury, e-Commerce, CPG, etc.

EXPERIENCE

Acadia (April 2024 - Present), *Creative Director, Copywriter*
Led successful winning pitches for Fresh Thyme and TRUBAR (the agency's first creative-focused clients) and spearheaded integrated campaigns that included a new brand voice and tone. Have also been instrumental in social-forward campaigns for Perkins, Sky Zone and Centex among several others.

Freelance (2020 - 2024) Copywriter, Creative Director, Associate Creative Director
Worked frequently with FCB Chicago, Wunderman NY, Think Traffic, and Brunner on pitches, brand launches and brand refreshes for clients, such as Cottonelle, Bissell, Kyndryl (IBM spinoff), Pfizer, The Home Depot, Church's Chicken, JUVÉDERM, and SeaPak. Helped Spanx launch a men's line. Consulted with Coca-Cola on content strategy and worked directly with more than a dozen other brands.

Focus Brands (2010 - 2020), *VP, Creative Director of Content* (2018-2020)
Led a talented team of content creators that disrupted social, digital and the in-store environment with captivating storytelling for Moe's, Jamba, Cinnabon, Carvel, Schlotzsky's & McAlister's as well as partnerships with Better Call Saul and IHG.

Moe's Southwest Grill (2010 - 2018), Creative Director & Copywriter
Worked alongside the CMO to bring strategy to life, increasing brand awareness, traffic, and sales with breakthrough work. Helped rebrand Moe's and grow the brand from 350 to 750+ restaurants. Concepted and produced 50+ TV & radio spots and oversaw all

branding with digital, social media, POP, website, and experiential. Led a team of art directors, designers, and writers. Collaborated with ESPN, The Onion and Buzzfeed to create branded content. Managed outside vendors and agencies.

Brunner (2009 - 2010) Senior Copywriter
Increased brand awareness for James Hardie Siding, Beazer Homes and Golf Pride.

three (2005 - 2008), Copywriter
Developed breakthrough campaigns for Children's Healthcare of Atlanta, Simmons Bedding Company, MedAssets, Georgia Seatbelt Advocacy, Interface, AGL Resources and Atlanta Film Festival.

Huey Paprocki (2004 - 2005), Copywriter
Elevated Mizuno, The Weather Channel, Northside Hospital and Hitachi Power Tools with strategic work.

Sawyer Riley Compton (2003 - 2004), Junior Copywriter
Developed successful integrated campaign for Comcast.

ACCOMPLISHMENTS, HONORS & CONVERSATION STARTERS

One Show, Shortys, YouTube Trends Four at Four (#1 trending video in world), CA Showcase, Webby, ADDYs, IHAF, Archive, Referenced in Google Presentations for Best in Practice Augmented Reality, Created high-performing contextual tweets that X used as case study, 48 Hour Film Project Runner-up for Grand Audience Award, Hiked the Appalachian Trail, Founder of The Postal Project (@thepostalproject) on Instagram

EDUCATION

Creative Circus, Copywriting
University of Georgia, Bachelors of Science in Forest Resources with a concentration in Wildlife Management