



BRANDON FRIEDMAN
Creative Director, Copywriter, Brand Builder

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<http://brandonfriedman.com>

EXPERIENCE

Freelance Copywriter, Creative Director (2020 - Present) Worked on a variety of B2C and B2B projects for Spanx, Back Yard Burgers, Agrigold, Saladworks, Aquapac, Aflac and a few start-ups.

Focus Brands (2010-2020)

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

Creative Director & Copywriter for Moe's Southwest Grill (2010-2018), 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, experiential and app. Led a team of art directors and designers. Worked alongside the CMO to bring strategy to life, increasing brand awareness, traffic and sales with breakthrough work. Collaborated with ESPN and The Onion to create branded content. Managed outside vendors and agencies.

Brunner (2009 - 2010)

Senior Copywriter, Increased brand awareness for James Hardie Siding, Beazer Homes & Golf Pride.

three (2005 - 2008)

Copywriter, Developed breakthrough campaigns for Children's Healthcare of Atlanta, Simmons Bedding Company, Shaw Flooring and AGL Resources.

Huey Paprocki (2004 - 2005)

Copywriter, Elevated Mizuno, The Weather Channel and Hitachi Power Tools with strategic work.

Sawyer Riley Compton (2003 - 2004)

Junior Copywriter, Created memorable integrated campaign for Comcast.

ACCOMPLISHMENTS & HONORS

One Show, YouTube Trends Four at Four (#1 trending video in world), CA Showcase, Webby, ADDYs, Archive, Referenced in Google Presentations for Best in Practice Augmented Reality, Twitter used Moe's contextual tweets as a case study, 48 Hour Film Project Runner-up for Grand Audience Award, Hiked the AT, Founder of The Postal Project

EDUCATION

Creative Circus, Copywriting

University of Georgia, Bachelor of Science in Forest Resources with a concentration in Wildlife Management