



BILL BRADBURY

Creative Director

ABOUT ME


Seasoned Creative Director with 20+ years of experience in branding, interaction, and experience design.

A blend of top-notch technical, creativity, team management, communication, client collaboration, and sound decision-making skills.

EDUCATION


Bachelor of Fine Arts in Illustration - University of Massachusetts Lowell

CONTACT ME

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 46 Pemberton Road
Nashua, NH 03063

EXPERIENCE

April 2006
– Current

CREATIVE DIRECTOR Monster

- Leading the creative for a world-class technology brand, conceptualizing and developing compelling creative and marketing campaigns that improve awareness, drive revenue, and build brand affinity.
- Developing a comprehensive understanding of our customers, products, and business to enhance our brand and creative strategy to resonate with our core audiences.
- Owning the MonsterGov brand and style guide, ensuring our brand is represented consistently, and guiding the development and evolution of our brand, voice, and strategy.
- Collaborating in the marketing strategy for MonsterGov.
- Worked with cross-functional teams of designers, developers, project managers, stakeholders, and customers to design career websites such as USAJOBS.gov, which received millions of pageviews monthly.
- Reports and analyzes marketing website metrics using Google Analytics to inform campaign and brand strategy.
- Oversees the prioritization of all creative requests, from day-to-day requests to more significant conceptual projects, while managing stakeholder expectations across the organization.
- Produces digital, print, video, and motion graphic assets using the full suite of Adobe applications: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere, and Audition.
- Implements and maintains websites built using content management system tools like WordPress, Joomla, and home-grown applications.
- Runs usability and customer focus groups to brainstorm and explore solutions and review prototypes.
- Develops wireframes, clickable prototypes, and mockups.

November 2013
– March 2014

DIRECTOR OF CREATIVE PRESENTATIONS AND INNOVATION Houghton Mifflin Harcourt

Led the direction, design, and execution of creative presentation materials for Houghton Mifflin's sales force.

September 2001
– April 2006

ART DIRECTOR Identify Software

- Creative direction and design of all marketing materials
- Responsible for transitioning and maintaining the brand
- Built and maintained websites and interactive materials
- Designed and produced collateral, trade show booths, posters, icons, advertisements, mailers, t-shirts, and more

May 2000
– September 2001

SENIOR WEBSITE DESIGNER Key3Media

- Lead website designer for the largest computer technology trade show in the world - Comdex (2000 and 2001).
- Design support for many other major computer technology trade show websites.
- Mentored a team of designers.

March 1995
– May 2000

SENIOR DESIGNER Verizon

Graphic and website design of marketing materials in Verizon's in-house Creative Services department.

March 1990
– March 1998

SERGEANT MASSACHUSETTS ARMY NATIONAL GUARD Infantryman and Team Leader