

# BRADLEY WALKER

Editor, Content Director, Brand Champion

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<http://bradley.media>

Seasoned manager, mentor, content producer and a focused, strategic thinker with a proven track record for client management and leading digital and social campaigns through their full lifecycle. Professional experience extends across editorial direction of projects from conception to final product including; writing, editing, video and audio production, influencer activation, paid social amplification, and presentation of work to senior stakeholders.

Experience:

## **Editorial Director - 1000heads, New York, NY (2017-Present)**

- Directed and managed a small team of writers and producers across the creative team
- Managed ongoing creative content and campaign needs for clients across diverse verticals including B2C technology, B2B enterprise solutions, healthcare, and tourism
- Partnered with clients as agency editor to ensure delivered work effectively serves brand standards, campaign & business strategies, and demonstrates creative excellence
- Developed and oversaw creative content concepting and production, including editorial calendars, TOV guides, channel plans, articles, scripts, podcasts, video, and social assets published across a range of owned channels
- Managed production and publication of 20+ long-form articles per month for owned/paid channels over two years, elevating brand awareness to the top spot in their category
- Ghost authored articles and social posts for client C-Suite and SMEs
- Produced and covered client presence at live events (CES, ITS World Congress, Microsoft Storytellers Conference)

## **Account Director – 1000heads, New York, NY (2014-2017)**

- Agency client partner focused on orchestrating strategic, creative campaigns and innovative digital opportunities. Coordinated the execution and delivery of social assets, influencer activations, and events with client, internal, and third-party teams
- Managed RACI process across client and internal teams to ensure transparency and timely delivery of materials and campaign assets, hitting milestones on time, on budget, and perpetually raising client confidence
- Wrote and produced video content for internal, freelance, and client-managed teams
- Awarded a Shorty Award Gold Medal and Audience Honor for Singapore Tourism Board 'Lyft of a Lifetime' campaign
- Aggressively grew agency responsibilities with new and existing clients to rapidly increase social campaign and retainer-driven revenue, responsible for \$900k+ in annual earnings in an office of 20 staff

## **Senior Social Media Strategist - mcgarrybowen, New York, NY (2013-2014)**

- Devised B2G social strategy & extensive paid promotion planning in support of global marcomm objectives which included brand awareness, audience growth, and governmental influence for the aerospace industry
- Developed and managed coordinated editorial calendars for diverse messaging initiatives across social, tv, and advertorial platforms
- Managed social paid budget of \$500k+, in coordination with RTVF media buys

## **Director – Community Relations and Social Media – Agile Partners, (2008-2013)**

- Managed a global community of musicians across three entertainment-driven apps; including 2010 Apple Design Award winner; TabToolkit
- Authored B2C messaging and paid media planning across social/digital platforms
- Directed company presence and produced all marketing assets and talent for industry tradeshows and conferences (NAMM, MusikMesse, MacWorld Expo)

## **Web Producer / Sr. Consultant – Agile Partners, Chicago, New York (2002-2008)**

- Developed and distributed front-end web interfaces for global distribution for large pharmaceutical and financial clients

## **CORE COMPETENCIES:**

content production  
brand promotion,  
content strategy,  
editorial direction,  
production oversight

## **AWARDS:**

Shorty Awards: Gold Medal & Audience Honor, Singapore Lyft of a Lifetime

## **OUT OF OFFICE:**

Enthusiastic hiker of hills, culture hound, voiceover artist, and consumer of American whiskeys

BFA: DePaul University, Chicago