

BRADLEY WALKER

Editor, Content Director, Brand Evangelist

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<http://bradley.media>

Seasoned content marketer, creative, producer, and a focused, strategic thinker with a proven record for ideating and leading digital and social campaigns through their full lifecycle. Professional experience extends across editorial direction, campaign creation from conception to post mortem including; writing, editing, video and audio media production, influencer activation, live events, and paid social.

Experience:

VP Creative Director, Copy – Golin (IPG), New York, NY (2022)

- Led the B2B creative practice, producing expertly informed long-form articles, video content, and digital copy for tech and B2B including Cisco, Gen Digital, and Verizon
- Concepted creative and messaging for multiple campaigns at a range of budgets from live activations to year-long campaigns
- Mentored Jr. Creatives to generate compelling copy and mature as client-facing consultants

Editorial Director - 1000heads, New York, NY (2017-2021)

- Directed and managed a team of writers and producers across multiple clients
- Managed ongoing creative content and campaign needs for clients including GoPro, Microsoft, Facebook, and Arm, as well as aerospace, 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

CORE COMPETENCIES:
creative direction, copy
content production
brand promotion,
content strategy

AWARDS:
Shorty Awards: Gold
Medal & Audience Honor,
Singapore Lyft of a
Lifetime
WOMMA: Winner, Travel
& Tourism, 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**