

# Braden Bickle

CREATIVE DIRECTOR • ART DIRECTOR • FILMMAKER

Arlington, Texas

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I am an Art Director by trade, but I've written quite a lot as well. I hate bad advertising and I aspire to remedy the crisis by working with passionate thought leaders that wish to do the same. In addition to being an ad guy, I am a story teller at heart. I enjoy mentoring others and digging in to new technologies and trends to advance our craft forward. I believe that a good work/life balance is vital to sustainability and employee happiness. I don't like fear management, egos or internal politics of any kind. I am serious about the work but bring a light hearted attitude to teams to keep what we do in perspective, while simultaneously trying to achieve our business objectives.

## Experience

Creative Director

Jun 2017 - Present

### Occam Marketing

This is a 100% virtual agency and that has been a great experience for the last several years. When the "you know what" hit the fan we were already in full swing. It takes discipline. I have worked on Comerica, Rent-A-Center, Adobe, Ubisoft, ExxonMobil and Einstein Bros. Bagels to name a few. You won't see much of this work in my portfolio due to NDA agreements.

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Creative Director/Art Director/Designer

Arlington, Texas

Jan 2017 - Jun 2017

### Me, myself and I

Freelance creative director/art director for a variety of clients.

I worked on multiple projects and mediums: print ads and collateral, logo designs, online and multi-platform mobile websites and advertising and 360 campaigns.

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Creative Director

Dallas, Texas  
Jun 2012 - Jan 2017

## Slingshot

I solved problems with strategic thought, mentored others and produced some good work. During my tenure I had many different clients including: Joe's Crab Shack, Susan G. Komen, American Home Shield, SMU Cox School of Business, Taco Bueno, Texas Motor Speedway and the Dallas Museum of Art to name a few. I absolutely loved Slingshot, the management team and all of the employees.

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Creative Director

Dallas, Texas  
Sep 2010 - Jun 2012

## Red Urban

As a creative director at Red Urban, in addition to establishing creative vision, I was much more hands on due to the size of the agency, which means I polished my chops daily as opposed to idly watching juniors and seniors do all the work.

We managed ourselves. We were seasoned professionals. As a result, we were much more grown up and thus needed no hand holding to come up with laser focused strategies and top notch creative.

The work we did was more holistic in nature, meaning, we didn't just come up with a microsite idea and wipe our hands. We approached any problem from every angle. We didn't consider social networking a medium. It was a strategy. There was no one size fits all and there was no check list. Each idea was carefully crafted to optimize its effectiveness.

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Creative Director/Art Director

Arlington, Texas  
Jul 2009 - Sep 2010

## Me, myself and I

Freelanced for several agencies on a wide variety of clientele.

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Creative Director

Dallas, Texas  
Sep 2003 - Jul 2009

## Tribal DDB Worldwide

In my last year at Tribal I was creatively responsible for creative direction, design work and leading teams to win the interactive accounts for Nokia, (RED) and Bud Light.

My day to day responsibilities included managing Exxon Mobil 1, Starbucks DoubleShot and Frappuccino, Nokia, (RED) and Bank of America. I personally lead many new business efforts and handled various melodramatic events between staff members of various departments.

During my tenure at Tribal I worked on, and was responsible for, a host of clients with varying degrees of project and retainer budgets into the millions.

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Associate Creative Director

Las Colinas, Texas  
Sep 1999 - Sep 2003

## Ackerman McQueen

Ackerman gave me the opportunity to dig deep into TV. I concepted and produced many spots and felt really good about every single one of them, except maybe that little one we've all decided to pretend never existed.

Leapfrog was the most successful account I worked on at Ackerman that rose from budgets of a few hundred thousand to a few million in just a couple of years. For the first couple of years I was a Senior Art Director.

When I was handed a project, I owned it from beginning to end. Not that I didn't have to show my work to my boss, but there was no hand holding and visions were created and seen through to the end.

I taught myself animation and motion graphics and started incorporating those into our television spots and client reels because we weren't getting what we wanted. It just cost too much money to try different options using vendors.

We worked insanely long hours. My philosophy, after being promoted to an Associate Creative Director, was this: "we all walk out together." This kept us a tight team. We looked out for one another and helped each other get the best creative product possible.

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Associate Creative Director

Dallas, Texas  
Jun 1996 - Sep 1999

## Levenson & Hill

I had a lot of free reign at Levenson and Hill, which is the time period when I won several significant awards. I learned a tremendous amount about the dirty work behind the scenes of an organization as far as finances, open books, how many people need to be fired to keep the doors open, etc.

I was the creative director for several clients for a while and eventually all of them. Mentoring and inspiring art directors, writers, production artists and even the owners and veterans were things I enjoyed. It came as no surprise to anyone when I would paint a wall or grab our best pieces of work, frame them myself over a weekend and fill the halls with them. The agency was inspired by those methods and the clients and potential clients were impressed.

### Education

Bachelor's Degree of Fine Arts

Denton, Texas  
Sep 1990 - May 1993

## University of North Texas

I took lots of drawing, painting, sculpting and printmaking classes, but the classes that drew me in the most were advertising design and typography classes.

I minored in Journalism so I could get a better grasp on writing in publications and how to sell things. That's one of the things that makes me a hybrid art director/writer and can sometimes piss off a writer when I beat them to a headline.

### Honors

## Recognition

The One Show (traditional and interactive), Cannes Lions (traditional and interactive), Creativity, Communication Arts, Print's Regional Design Annual, Adweek, AdAge, The New York Times, The Los Angeles Times, Lurzur's Archive, Adobe Site of the Day, Atom films, W3 awards, Omma, local and regional Addies and an exhibit at the MOCA Los Angeles.

## Computer Skills

PLATFORMS: Mac and PC

SOFTWARE: Adobe Creative Suite, MS office, Lightwave 3D, Davinci Resolve, Sketch. I learn software pretty darn fast so if there is something that needs to be learned for a project I can usually pull it off.

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