

Clarence Bradley

Clarence Bradley is an accomplished creative executive with a passion for driving fresh strategic thinking. His ability to translate business objectives into successful multi-channel communications has proven instrumental in building brand awareness, customer engagement, and revenue growth. Beyond his expertise in crafting compelling content, as an executive leader of more than seventy people, Clarence has the ability to develop business solutions that pivot to streamline processes, improve efficiency, and maximize productivity. He also has successfully mentored and nurtured senior and junior talent, giving them “skin in the game” to lead and innovate as part of their creative and professional growth.

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917-580-1169 mobile

Experience

Freelance Writer

Clarencebradley3rd.com

Palm Springs, CA
Nov 2022 - Present

Chief Creative Officer, North America

[Campbell Ewald](#)

Los Angeles
Sep 2020 - Oct 2022

Tasked with overseeing creative and production across Campbell Ewald's Detroit, Los Angeles and New York offices. Clients: OnStar, Forever 21, Kaiser Permanente, Dole, TREsemme, Mutual of Omaha, Chevy New Roads publication, CarFax, CoinCloud, Valero Energy, Meritage Home Builders, Empire State Development (I Love NY), New York Power Authority, NY/NJ Port Authority, Shamrock Farms Dairy, Alliance for Lifetime Income

Creative Director

[VaynerMedia](#)

Chase, WeWork

New York City
Apr 2020 - Sep 2020

Creative Director

New York City
Oct 2018 - Apr 2020

Ogilvy

UiPath, Nationwide Insurance, Comcast Business, SonicCare

Creative Director

New York
Aug 2017 - Sep 2018

McCann New York

Verizon and New Business

Freelance Copywriter

London, England
Apr 2017 - Jul 2017

Wieden+Kennedy

Sainsbury's

Freelance Copywriter

London, England
Jul 2016 - Mar 2017

Apple

Apple Europe - Creative Department
Headed by Tor Myhren, Vice President of Marketing and
Communications

Creative Director

London, England

Creature of London

Creative Director

Atlanta, GA

22Squared

American Standard, Toyota, Shoe Carnival

ACD/Writer

Philadelphia, PA

Red Tettemer O'Connell+ Partners

Planet Fitness, Under Armour

ACD/Freelance Writer

LA/NY

clarencebradley.com

CLIENTS:

Team One: Lexus

McGarryBowen: Marriott Courtyard, Chase Small Business

Skullcandy

Translation NY: Bud Light

Lead Digital Copywriter

Minneapolis, MN

Fallon Worldwide

Cadillac

Senior Copywriter

Richmond, VA

The Martin Agency

Walmart, UPS, Pizza Hut, NASCAR, ESPN X Games, SIRIUS

XM Radio, Expedia

Copywriter

Durham, NC

McKinney

Sony Electronics, Audi, Virgin Mobile

Copywriter

Atlanta, GA

BBDO Worldwide - Atlanta

Cingular Wireless - Youth Marketing

Copywriter

New York, NY

BBDO Worldwide - New York

Clients: Visa, Pizza Hut, M&M's, Snickers, Tostitos, Doritos, Pepsi

New section

Awards and Jury Selections

One Show

NY Art Director's Club

"The Show" Minneapolis

Campaign BIG Award - London

Show South - Best of Show, 2003, 2005

Award Show Judge:

One Show

The Effies

NY Festivals

Ad Stars - Korean

Communications Arts - Advertising Annual

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