

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.

clarence.bradley3rd@gmail.com
917-580-1169 mobile

Experience

Freelance Creative Leader / Copywriter

Palm Springs, CA
Nov 2022 - Present

Clarencebradley3rd.com

Chief Creative Officer, North America

Los Angeles
Sep 2020 - Oct 2022

[Campbell Ewald](#)

Tasked with overseeing team of 70+ (creatives, producers, and social) 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

New York City
Oct 2018 - Apr 2020

[Ogilvy](#)

UiPath, Nationwide Insurance, Comcast Business, SonicCare

Creative Director

McCann New York

Verizon and New Business

New York
Aug 2017 - Sep 2018

Freelance Copywriter

Wieden+Kennedy

Sainsbury's

London, England
Apr 2017 - Jul 2017

Freelance Copywriter

Apple

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

London, England
Jul 2016 - Mar 2017

Creative Director

Creature of London

London, England

Creative Director

22Squared

American Standard, Toyota, Shoe Carnival

Atlanta, GA

ACD/Writer

Red Tettemer O'Connell+ Partners

Planet Fitness, Under Armour

Philadelphia, PA

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 - Korea
Communications Arts - Advertising Annual

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