

BRAD MISLOW

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AWARD-WINNING CREATIVE DIRECTOR

Dynamic, thoughtful, and accomplished Advertising Creative Director. Skilled problem solver. Persistent information seeker. Track record of award-winning, memorable, and effective campaigns for high profile national and global brands. Focus on delivering impactful, brand-aligned messages that resonate with target audiences.

Strategic Thinker. Creative Visionary. Savvy Marketer. Innovative Campaigner. Effective Communicator.

Core Competencies Include:

- Brand Strategy and Positioning
- Client-Centered Collaboration
- Social Platforms / Digital Channels
- Broadcast, Print and OOH
- Inspired Team Leadership
- New Product Launches
- Mobile and eComm
- BTL Advertising
- Campaign Planning

PROFESSIONAL EXPERIENCE

OKTA

2023–2024

World-renowned Identity and access management company.

SENIOR COPYWRITER (Contract)

Optimized web copy for many external target markets including public sector, financial services, retail, and more. Also wrote copy for consumer-facing campaigns that appeared in out-of-home, online, and in print media such as The Wall Street Journal and Fast Company.

SAATCHI & SAATCHI / PUBLICIS WORLDWIDE, New York, NY

2011–2023

Leading global communications and advertising network within the Publicis Groupe.

VICE PRESIDENT/CREATIVE DIRECTOR; AGENCY OFFICER (Saatchi & Saatchi: 2018-2023)

Working with copywriters, producers, designers, account executives, art directors, and production companies; created, developed, and implemented effective, multi-channel advertising campaigns for healthcare products. Healthcare campaigns for P&G were developed and targeted for both U.S. and international audiences.

- Working from client-supplied briefs, developed arresting campaigns and executions via e-Commerce, Social Media, TV/Online Video (OLV), Out of Home (OOH), Radio, and Print/Collateral.
- Clients included high-profile P&G brands **Crest**, **Oral-B**, and **Gillette**, as well as **Invisalign** teeth straightening. The Oral-B effort encompassed children's toothbrushes and a **Disney** partnership.
- Switching agencies from Publicis to Saatchi and Saatchi was, essentially, an administrative matter. I maintained the same client responsibilities under Publicis.

VICE PRESIDENT/CREATIVE DIRECTOR; AGENCY OFFICER (Publicis Worldwide: 2011-2018)

Led development and execution of memorable advertising campaigns for financial services, health care products, consumer packaged goods, and for a non-profit organization.

- Created award-winning TV/OLV, Radio, and OOH campaigns for **Citibank** and **Street Soccer USA**.
- Beginning in 2014, directed all creative efforts for advertising campaigns for P&G brands including **Crest**, **Bounty**, and **Oral-B**. These campaigns targeted health-conscious and female consumers and their execution focused primarily on TV and social media (Facebook, Instagram, YouTube, and Twitter).
- Some Crest campaigns were community focused, including NFL Breast Cancer Awareness and Closing America's Smile Gap efforts.
- Promoted in 2016 from Associate Creative Director to Vice President & Creative Director.

ATMOSPHERE PROXIMITY, New York, NY**2010–2011****ATMOSPHERE BBDO, New York, NY****2007-2009**

Atmosphere BBDO, the digital advertising division of BBDO, designed and managed digital advertising initiatives.

The agency was absorbed by Proximity Worldwide in 2009 and renamed Atmosphere Proximity.

SENIOR COPYWRITER

Produced innovative, digital advertising and “below the line” (BTL) campaigns for both **Citibank** and **AT&T**.

- Wrote Webby award-winning campaign for Citi’s first high-tech retail bank and an OMMI award-winner for an AT&T Valentine’s Day pitch featuring a **Warner Brothers** cartoon character.

SAATCHI & SAATCHI/MRM WORLDWIDE/RAPP/DIGITAS/KWG ADVERTISING, New York, NY 2009-2010

Leading full-service and digital advertising, marketing, and communications agencies.

FREELANCE SENIOR COPYWRITER

Wrote and developed impactful advertising for automotive companies, financial services enterprises, beverage marketers, and other high-profile advertisers.

- Companies that benefited from my diligent and creative efforts included **Toyota, Mercedes Benz, American Express, U.S. Army, Smirnoff, Crown Royal, Northland Juices, and Gardasil.**

OGILVY (formerly OGILVY & MATHER), New York, NY**1999 – 2007**

Leading advertising, marketing, and public relations agency. Part of the WPP Group global network.

COPYWRITER / SENIOR COPYWRITER (2004) / PARTNER (2005)

Initially hired as a Copywriter – my first dream job! I thrived on creating TV, print, radio, and outdoor advertising for some of the world’s most iconic brands across industries ranging from Consumer Packaged Goods to Transportation, Financial Services, and Logistics.

- Developed the campaign that successfully launched the **Jet Blue Card from American Express** and delivered over 80,000 cardholders.
- Created the launch campaign for a new line of spray salad dressings from **Wish-Bone**. The product was featured on **NBC’s Today Show, E!** entertainment news, and numerous food-oriented blogs.
- Created the campaign introducing **Hershey’s Kisses with Caramel**. The product was recognized as “the most purchased new grocery item” in the year it was launched.
- In addition to the successful assignments mentioned above, I was proud to have created memorable and effective campaigns and copy for brands as diverse as **Amtrak, Miller Lite, Post Cereals, Kodak, DHL Logistics, Northwest Airlines, Huggies Diapers, Hellmann’s Mayonnaise, and Kraft Foods.**

AWARDS / RECOGNITION / APPEARANCES (Partial Listing)

- ♦ National Silver **ADDY Award** and BBDO’s coveted **PHIL DUSENBERRY Award for Creativity** for Street Soccer USA campaign
- ♦ Honorary **WEBBY** and Silver and Bronze **PORTFOLIO Awards** from the Financial Communications Society (FCS) for Citibank advertising
- ♦ Bronze **EFFIE** for Post Cereals “Whole Grain” Campaign
- ♦ Bronze **CLIO** in the Interactive Direct-to-Consumer Healthcare Category for Gardasil-sponsored HPV.com campaign
- ♦ Finalist: Online Media Marketing and Advertising (**OMMA**), AT&T- Samsung Valentine’s Day Promotion

- ◆ Guest Commentator: CBS News Sunday Morning, September 2023
- ◆ Featured Writer/Public Reader for WritersRead, a non-profit group that appears in public and online
- ◆ Featured On-air Poet: WNYC-FM/AM during National Poetry Month, April 2024

PROFESSIONAL SERVICE (Partial Listing)

- ◆ Featured Speaker, University of Florida Ad Society
- ◆ Awards Judge, Advertising Club of Metropolitan Washington
- ◆ Awards Judge, Ad Club of Connecticut
- ◆ Creative Workshops and Award Show Committee Member, Advertising Women of New York

FORMAL & CONTINUING EDUCATION

UNIVERSITY of GEORGIA, Athens, GA

Bachelor of Arts in Journalism

THE CREATIVE CIRCUS, Atlanta, GA

Completed Curriculum in Advertising Copywriting