

## Summary

Copywriter, comedy performer, and director with passion for advertising and entertainment seeking professional opportunities to create for and serve others.

## Core Skills

Comedy, Copywriting, Directing, Communications, Production, Performance, Advertising, Film, Design, Leadership

## Advertising

**Role:** Copywriter

**Companies:** Grey, BBDO, Organic, Madison Square Garden, 1919

**Education:** The School of Visual Arts

**Select Clients:** The Ford Motor Company, The New York Rangers, Subway, Quaker, Canon, Dairy Queen, Smucker's

**Mediums:** TV, Print, Social, Radio

- Created advertising for a range of clients from large corporations to small businesses.
- Ran independent advertising business for three years.
- Presented and sold advertising campaigns.
- Played a major role in winning Ford's CRM email business.
- Mentored three junior copywriters.
- Won a Bronze Clio for a social media campaign with The New York Rangers.

## Production

**Roles:** Director, Producer, Production Team

**Companies:** CBS Sports, FOX Sports, University Productions

**Education:** Lehigh University, The School of Visual Arts

**Events:** The World Series, MLB, NFL, Music Festival, Comedy Festival, New Business Pitches

- Directed colleagues for internal comedy videos and pitches.
- Directed talent and led a crew for a music video.
- Worked in the edit room with CBS producers and editors.
- Completed the continuing education film program at The School of Visual Arts.
- Learned professional conduct by working with FOX Sports and CBS Sports.
- Ran a live-event entertainment production organization at Lehigh University.

## Performance

**Role:** Actor, Director, Improviser, Teacher

**Education:** Lehigh University, The Atlantic Acting School, The UCB Theater, Magnet Theater

**Mediums:** Stage, Film

- Leading improv comedy workshops for corporate and non-profit companies.
- Regular performer at Improv Night at Grove 34 comedy club.
- Taught improv comedy and sketch comedy at GEM Acting School.
- Received professional acting and director training at The Atlantic Acting School.
- Coached aspiring stand-up comedians on performance and material.
- Directed a one-act play with a cast of 8.
- Worked closely with talent to achieve desired performances on national commercials.

## Education

The School of Visual Arts  
Film & Advertising

Lehigh University  
B.A. Economics & Theater  
Outstanding Student of the Month

Wilmington Friends School  
Graduate  
Mathematics Award

The Atlantic Acting School  
Professional Acting Training & Directing

The UCB Theater, PIT, and Magnet Theater  
Improv & Sketch Comedy Training

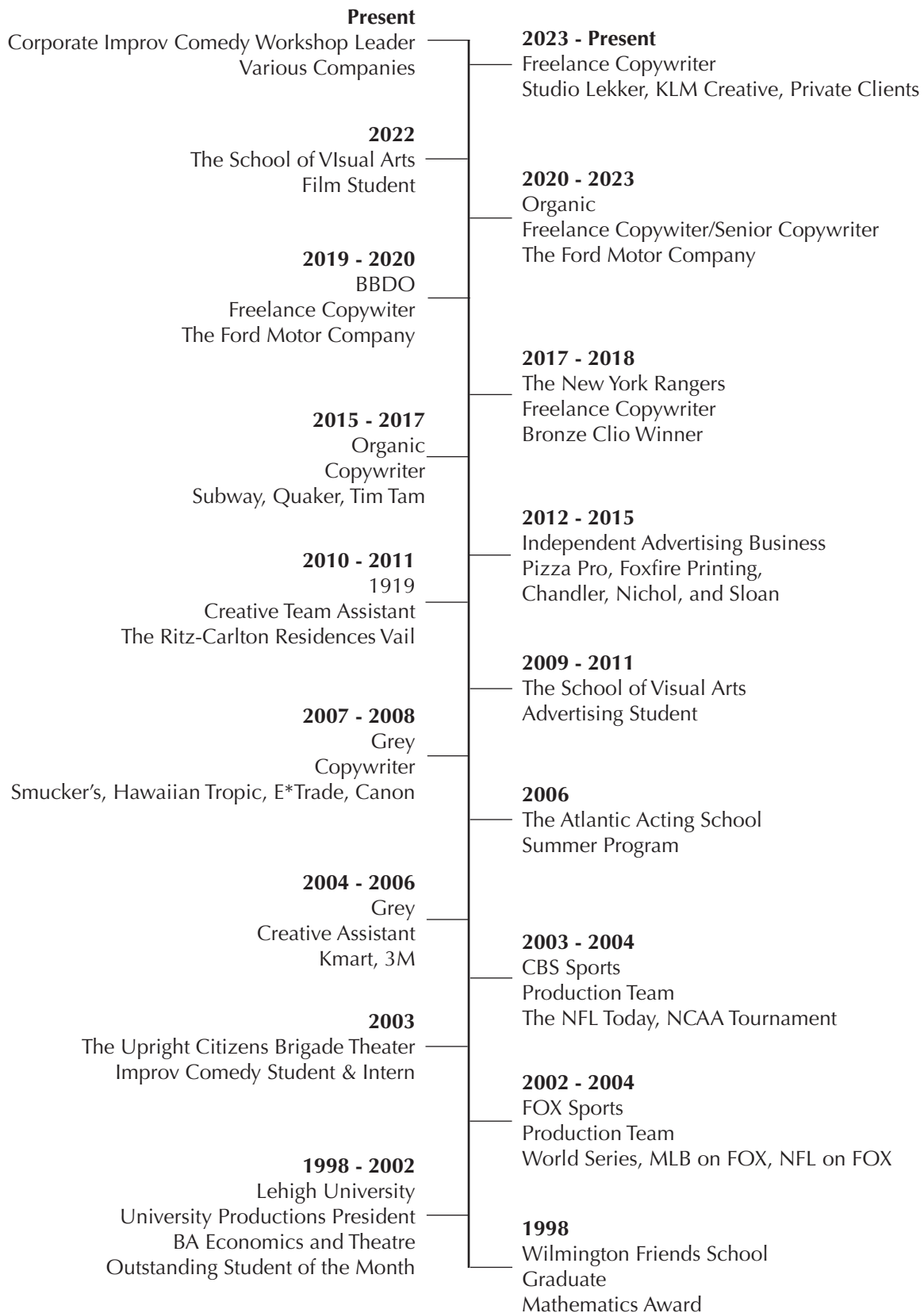
Outward Bound  
Leadership & Self-Reliance

## Hobbies/Interests

Cooking, Music, Film, Improv Comedy, Philadelphia Sports, Lacrosse, Tennis, Reading, Stereos



## Time Line



## Kind Words

"Brad is a true professional. He's mature, responsible and collaborative. He's got a great personality, is good in brainstorming and has a solid sense of humor. He's especially good at writing comedic scripts for TV/Web/radio, but can be counted on to dig on everything from headlines and subheads to body copy, campaign concepts, CTAs and more. A great guy."

Brian Kunath, Creative Director  
Organic