

BRADEN BICKLE
CREATIVE DIRECTOR

PROFILE

I have worked in the agency environment since I graduated college from the University of North Texas in May of 1993. My discipline is art direction and design but I have also written copy for years, which has put me in a somewhat unique advantage of being in a rare category of hybrid creatives. Being a hybrid allows me to think both visually and linguistically, which comes in handy when providing direction and vision to art directors and writers, internally or externally.

Since my career began in 1993 my work has received close to two hundred awards and mentions in local, regional, national and global award shows, publications and online showcases. I have worked on many large-scale clients with multi-million dollar budgets, promotional partners, celebrities and events, and I have also worked on a wide array of smaller clients in a large number of categories. I have also been responsible for leading and winning new business pitches and product extensions through existing client relationships. On occasion, no pitch was necessary. Only reputation was required to win.

I enjoy the challenge of breaking down barriers and getting people to collaborate. I have often led brainstorm sessions with multiple departments, especially in a critical situation and asked everyone to leave their titles (and their egos) at the door as well. For example, if there was a need for someone to find stock images for a junior art director or get dinner for the team and the GM was the only one with available bandwidth, the GM helped to do them. I work that way too; rolling up my sleeves and doing whatever needs to be done, even if it is fetching a cup of coffee for a production artist so they don't stop working. This line of thinking creates respect, loyalty and a strong bond between team members and ultimately increases productivity and profitability.

I have managed multiple generations of workers including: Gen X, Gen Y, Millennials, Baby Boomers, etc., but I have not developed a one size fits all management style. That system doesn't really work anymore in the creative industry. Aside from managing creative staff I have also worked with and managed directors, photographers, illustrators, animators, editors, production houses, freelancers and contractors. While working in the interactive space I have experience with partnering client agencies including DDB, BBDO and Goodby Silverstein and Partners, JWT, Tracy Locke, GSD&M and more.

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EXPERIENCE

CONTRACT CREATIVE DIRECTOR / ARLINGTON, TX JULY 2009 – PRESENT

- Develop teams, ideas and strategies to help clients pitch new business
- Provide creative vision and council for assignments to internal client teams
- Concept and execute designs and advertising in traditional and interactive mediums creating POS, logos, websites, print ads, presentation and pre-visualization materials
- Network and promote myself to get new clients and find new resources for future use
- Manage time and finances, including keeping track of and generating estimates, invoices, collecting payment and budgeting for fluctuating income and income taxes

Current client list, via agency relationships include: Baby Bottle Pop Candy, Bank of America, Nintendo, Nokia, Comerica Bank and Wagner Vineyards

CREATIVE DIRECTOR / TRIBAL DDB WORLDWIDE / DALLAS, TX SEPT 2003 – JULY 2009

- Hired as an Associate Creative Director and promoted to Creative Director by winning new business pitches and industry awards, establishing a loyal following across multiple departments and maintaining respect from clients by achieving their business goals
- Recruited, managed, mentored and directed a creative staff ranging from ten to twenty five people at any given time consisting of Associate Creative Directors, Senior Art Directors and Writers, mid-level and junior creatives, and the Studio Director
- Offered mentoring and professional guidance to people from all departments
- Maintained positive working relationships and collaborated with all levels of management and departments including: creatives, project managers, information architects, flash developers, application developers, web developers, account service supervisors, information technology, HR, general managers, CCOs and CEOs
- Proactively worked with upper level executives within the agency as an advocate for the creative process, ideas, philosophy, external resources and the creative staff

EXPERIENCE CONTINUED . . .

- Collaborated and aided other branches of the agency and it's sisters, worldwide
- Implemented client brand standards and guidelines to maintain brand consistency
- Created and directed websites, online advertising, social and viral marketing campaigns, games, and other interactive experiences to not only complement campaigns and branding from traditional partners, but to extend them and even lead brand platforms with unique and engaging consumer experiences
- Developed and proposed process improvements including creative briefs and agency documents, integration of multiple creative department resources, creating a production department, a computer learning lab with edit bays and animation stations for staffers to broaden their skill base
- Interacted with and presented to clients at all levels, both virtually and physically including: New York, Los Angeles, San Francisco, Seattle and Las Vegas

Client list included: American Airlines, Bud Light, Lays, Mobile 1, Mountain Dew, Nokia USA, Pepsi, Sierra Mist, Starbucks DoubleShot, (RED), and The United States Airforce

**ASSOCIATE CREATIVE DIRECTOR / ACKERMAN McQUEEN / IRVING,
SEPTEMBER 1999 – SEPT 2003**

- Hired as a Senior Art Director and promoted to Associate Creative Director
- Responsible for working individually or with writing and art directing partners to concept and produce package designs, collateral, print and broadcast advertising, brand positioning, presentations and product developments.
- Produced 3D and 2D motion graphics animation and compositing for broadcast television, highlight and pitch reels.
- Mentored creatives and peers and educated coworkers on new skills and techniques
- Recruited and worked directly with directors, editors, telecine artists, production companies, photographers, illustrators, animators on both local and national levels.
- Collaborated in a multi-location office environment both physically and virtually.

Clients included: Cherokee Casino, LeapFrog, Mountainboard Sports, Brunswick Bowling, NRA, Six Flags and Williams Energy

EXPERIENCE CONTINUED . . .

**ASSOCIATE CREATIVE DIRECTOR / LEVENSON & HILL / DALLAS, TX
JUNE 1996 – SEPTEMBER 1999**

- Hired as an Art Director, promoted to Senior Art Director and Associate Creative Director
- Responsible for conceiving and executing ideas for print collateral and POP, newsletters, magazines, billboards, banners and other signage, television and radio campaigns, presentations, weekly FSIs and internal communications
- Attended press checks, photo shoots, television shoots, film transfers, voice recordings and edit sessions both locally and nationally
- Mentored all creatives including the production studio as well as producers, media, account service and upper management about all things creative
- Responsible for recruiting, hiring, providing discipline, performance appraisals, raises and promotions to creative staff
- Participated in budget reviews and financial status with executive management and principles

Client list included: Anthem Health, Bailey Banks and Biddle, Cantina Laredo, Church's Chicken, Dallas Zoological Society, El Chico, Furr's Cafeteria, Gordon's Jewelers, Major League Soccer, Rent-A-Center, Spectrum Solar Films, St. Andrews Brewery, The Dallas Burn and The Federal Home Loan Bank

**ART DIRECTOR / DALLY ADVERTISING / FORT WORTH, TX
MAY 1993 – JUNE 1996**

- Hired as an Art Director during my first interview two weeks out of school
- Responsible for conceiving and executing print collateral, newspaper and billboard advertisements, logo designs, broadcast spots, building mechanicals, producing marker and pencil illustrations for presentation comps
- Presented ideas to the senior art directors and writers, Associate Creative Director, Creative Director, Producer, Account Service staff, clients and vendors
- Recruited and hired photographers and illustrators
- Attended press checks, photo shoots, television shoots, film transfers and non-linear edit sessions

Client list included a massive list of small and medium clients including: Arlington Alcohol and Drug Abuse Project, Arlington Convention and Visitor's Bureau, Big Ride Inc., Calloway's Nursery, Choice Homes, Fort Worth Zoo, Grayline Worldwide, Harris Methodist Health Plan, Jack Williams Automall, Liberty Satellite Sports Networks, Milburn Homes, Panchos Mexican Buffet, Popeyes Chicken and Biscuits, Suzuki Motorcycle Dealers, Westgate Fabrics

EDUCATION

UNIVERSITY OF NORTH TEXAS / AUG 1990 – MAY 1993

BACHELOR OF FINE ARTS – 3.5 GPA in major

Major: ADVERTISING

Minor: JOURNALISM

TEXAS WESLEYAN UNIVERSITY / AUG 1988 – MAY 1990

Fine Arts Scholarship – 3.5/4.0 GPA overall

Awarded for excellence in painting and drawing

RECOGNITION

The One Show, The One Show Interactive, Cannes Lions, Cannes Cyber Lions, Communication Arts, Print's Regional Design Annual, Creativity Magazine, Adweek, AdAge, The New York Times, Los Angeles Times, MOCA The Museum of Contemporary Art, Los Angeles, Lurzer's Archive, Atom Films, W3 Awards, Fort Worth Addies, Dallas Addies, Regional Addies and more

COMPUTER SKILLS

Advanced Software: Adobe CS4 Master Collection (Illustrator, Photoshop, After Effects), Final Cut Pro, Lightwave 3D, BodyPaint 3D

Proficient Software: Microsoft Office

Working Knowledge: Adobe CS4 Master Collection (inDesign, Flash, Dreamweaver)

Platforms: PC and Mac

REFERENCES

Available upon request

Recommendations via LinkedIn may be viewed here:

<http://www.linkedin.com/in/bradenbickle>