

Brad Engle

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Advertising & Communications Professional

Objective

To join a business where I can apply my over 20 years of experience in advertising to a marketing & communications role.

Core Skills

Writing, Communication, Leadership, Producing, Visual Storytelling, Design, Performance, Organizing

Advertising Experience - Portfolio at BradMakesAds.com

Freelance

Copywriter // 2023-Present

Clients: Studio Lekker, KLM Creative, Private Clients

- Developed branding scripts and LinkedIn posts.
- Generated extensive web content for client via AI.
- Designed and executed website for education client.
- Gained self-promotion and networking skills by attending Business Networking International (BNI) Meetings.

BBDO

Freelance Copywriter // 2019-2020

Client: Ford Service, Mustang Mach-E

Mediums: TV, Print

- Wrote three national TV commercials for Ford Service.
- Created a custom Mach-E print ad for an air show.

Organic

Copywriter // 2015-2017

Clients: Subway, Tim Tam, Quaker Oats

Mediums: TV, Radio, Web, Email

- Added a fun, positive voice to Subway's weekly emails.
- Developed a skill on the Amazon Alexa for Quaker.
- Mentored a copywriter intern.

1919

Creative Assistant // 2010-2011

Clients: The Ritz-Carlton Residences Vail

Mediums: Web

- Learned fundamentals of real estate advertising.
- Worked closely with film directors on set.
- Managed and edited advertising on the website.

Education

The School of Visual Arts

Film & Advertising

Lehigh University

Theatre & Economics BA

Outstanding Student of the Month

Wilmington Friends School

Mathematics Award

Hobbies of Note

Improv Comedy

Student & Performer // 2003 - Present

Teacher // 2012-Present

- Performing monthly at a New York City Comedy Club.
- Teaching corporate and private workshops.
- Completed training at the UCB and Magnet Theater.
- Served as a teacher's assistant at Magnet Theater.

Computer Skills

InDesign, Figma, Wix, PowerPoint, Keynote, Google Docs, Microsoft Office

Organic

Senior Copywriter // 2021-2023

Freelance Copywriter // 2020-2021

Clients: Ford, Voyager

Mediums: TV, Email

- Won Ford's CRM email business.
- Developed campaigns for the ad council.
- Led an improv comedy workshop for the agency.
- Mentored two copywriters.

Madison Square Garden

Freelance Copywriter // 2017-2018

Client: The New York Rangers

Mediums: In-game advertising, Video

- Won a Bronze Clio for a social media video campaign.
- Interviewed players, alumni, and fans for feature videos.

Spring Pheasant

Freelance Creative // 2012-2015

Clients: Pizza Pro, Chandler Nichol & Sloan, Foxfire Printing

Mediums: Print, Web, Branding

- Served private clients in Delaware for three years.
- Wrote and designed various forms of advertising.
- Gained experience running an advertising business.

Grey

Copywriter // 2007-2008

Clients: Dairy Queen, Hawaiian Tropic, Canon, Smuckers

Mediums: TV, Print, Radio

- Joined a creative department led by Tor Myhren.
- Learned how to develop and present work for clients.

Filmmaking

Student // 2022

Director // 2025 - Present

- Produced and directed a music video for under \$3,000.
- Currently on the videography team with a non-profit.
- Completed the continuing education program at The School of Visual Arts.
- Studied production, directing, editing, and cinematography.

