Brad Engle Brad@BradMakesAds.com
Creative Leader // Copywriter BradMakesAds.com

SUMMARY

Advertising creative, collaborator, and mentor who helps teams create work they are proud to put into the world. Creative experience spanning more than 15 years developing integrated campaigns for global brands and small businesses across TV, print, CRM, and digital.

SELECTED ACHIEVEMENTS

- First copywriter assigned to Ford's CRM email account, helping the agency win the business.
- Won a Bronze Clio for writing social videos for the New York Rangers.
- Mentored three copywriters, helping develop their creative and strategic skills.
- Developed campaigns for Fortune 500 brands and small businesses.
- Created a company-wide social coffee program that strengthened relationships across the agency.

SELECTED EXPERIENCE

ALOYSIUS BUTLER & CLARK
Freelance Copywriter // Delaware // 2026
- Developed original campaign concepts and scripts for an integrated advertising campaign.
- Served as lead writer, collaborating with creative, PR, and account teams from brief through concept development.
- Wrote multiple campaign concepts across channels, including out-of-home and TV.

FREELANCE
Freelance Creative // 2023-2026
- Led an independent music video from concept to completion, directing production and collaborating with cast and crew to bring the creative vision to life.
- Integrated AI tools into creative workflows to accelerate research and content development to explore brand voice and achieve a consistent creative quality.
- Partnered with clients throughout the creative process to generate a range of advertising and marketing content.
- Generated business through networking events.

ORGANIC
Senior Copywriter // New York, NY // 2021-2023
Freelance Copywriter // 2020-2021
- Served as the first copywriter assigned to Ford's CRM email account, helping the agency win the business.
- Developed CRM email campaigns for Ford Motor Company supporting new owner onboarding, product launches, and customer engagement.
- Partnered across strategy, account, and creative teams to deliver customer-focused campaigns aligned with business goals.
- Mentored two copywriters, helping strengthen their creative and strategic thinking.
- Created a company-wide social coffee program that strengthened relationships across the agency.

BBDO

Freelance Copywriter // 2019-2020

- Concepted and wrote three national television commercials for Ford Service, collaborating across strategy, account, production, and client teams to produce the final spots.
- Contributed scripts and creative concepts for the global launch of the Ford Mustang Mach-E on *Jimmy Kimmel Live!*
- Developed the concept and copy for a custom illustrated Ford Mustang Mach-E poster celebrating aviation heritage for a major air show.

MADISON SQUARE GARDEN

Freelance Copywriter // New York, NY // 2017-2018

- Produced feature videos celebrating New York Rangers players, fans, and alumni.
- Developed billboard campaigns outside Madison Square Garden celebrating the New York Rangers.
- Created the "Bring Less, Enjoy More" campaign supporting Madison Square Garden's updated bag policy and improving the guest experience.

ORGANIC

Copywriter // New York, NY // 2015–2017

- Developed weekly CRM email campaigns for Subway, maintaining a consistent brand voice across customer communications.
- Developed a voice experience for Quaker on Amazon Alexa.
- Concepted and wrote a comedic pitch video for Shark supporting the agency's new-business efforts.
- Mentored a copywriter intern, helping strengthen her writing and conceptual thinking.

SPRING PHEASANT

Freelance Copywriter & Creative // Delaware // 2012–2015

- Partnered directly with local businesses to develop branding, advertising, and marketing materials tailored to their business goals.
- Designed a logo, built a website, and created branded collateral—including business cards—for a regional accounting firm.
- Developed brand messaging, including a new tagline, for an industrial printing company.

GREY ADVERTISING

Creative Department // New York, NY // 2007–2008

- Transitioned from an administrative role into Grey's creative department after writing and directing a comedic internal video and writing a print assignment for Dairy Queen.
- Developed creative work for Smucker's, Dairy Queen, Hawaiian Tropic, E*TRADE, Canon, Juvéderm, and other national brands.
- Contributed creative concepts to Grey's agency-wide new business pitch for Visa.

Creative Assistant // 2004-2006

- Supported two managing partners and a team of nine creatives across high-profile accounts including Kmart and 3M.
- Coordinated schedules, meetings, and projects in a fast-paced agency environment.

CREATIVE LEADERSHIP

Improv Comedy Performer & Instructor (20+ years)

Film Studies, School of Visual Arts

VOLUNTEERING

The Bowery Mission

The Journey Church

EDUCATION

Lehigh University
B.A., Theater & Economics

The School of Visual Arts
Advertising Studies // 2009-2011
Film Studies // 2022