

Bill Bradbury

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Creative Visionary | Collaborative Leader | Design Problem Solver

- Sparked brand transformations and user experiences for a diverse clientele, consistently exceeding expectations.
- Translated business goals into impactful design narratives, leveraging technical expertise to bridge the gap between creativity and functionality.
- Cultivated high-performing teams, fostering a collaborative environment that thrives on innovation.
- Adept at client communication, ensuring seamless project flow and exceeding client satisfaction.
- Proven track record of making strategic design decisions that drive business success.

Work Experience:

Creative Director / Monster.com

4/2006 – Current

Strong Leadership & Brand Strategy:

- Led creative direction for a world-class tech brand, developing and executing impactful campaigns that boosted brand awareness, revenue, and customer affinity.
- Conducted in-depth market research to understand target audiences and inform brand & creative strategy.
- Owned the MonsterGov brand identity, maintaining consistency across all channels while overseeing its evolution for continued relevance.

Collaborative & Results-Driven Creative:

- Collaborated with cross-functional teams (designers, developers, project managers) to design high-traffic career websites like USAJOBS.gov (millions of monthly page views), and Helmets to Hardhats.
- Leveraged Google Analytics to analyze marketing website metrics and inform data-driven campaign and brand strategies.
- Prioritized all creative requests, meeting deadlines and exceeding stakeholder expectations across the organization.

Technical Expertise & Content Creation:

- Produced compelling digital, print, video, and motion graphic assets for various marketing initiatives.
- Implemented and maintained websites using CMS tools (WordPress, Joomla) and custom applications.
- Conducted usability testing and customer focus groups to gather user insights and identify solutions.
- Developed wireframes, clickable prototypes, and mockups to translate ideas into tangible user experiences.

Director of Creative Presentations / Houghton Mifflin Harcourt

11/2013 – 3/2014

- Led the design and development of compelling presentation materials for the sales force.
- Managed a remote team of designers, delivering on-time, high-quality presentations aligned with brand guidelines.

Art Director / Identify Software

9/2001 – 4/2006

- Spearheaded the creative vision and design for all marketing materials, preserving brand consistency across all touchpoints.
- Led the successful transition and ongoing maintenance of the brand identity.
- Developed and managed a variety of digital experiences, including websites and interactive elements.
- Conceptualized and produced diverse marketing material: collateral, trade show booths, posters, icons, advertisements, mailers, and merchandise.

Senior Website Designer / Key3Media

5/2000 – 9/2001

- Led the design and development of the high-traffic website Comdex 2000-2001, utilizing UI/UX best practices.
- Developed and managed websites for significant technology trade shows, monitoring user engagement and brand expression.
- Mentored a team of designers.

Senior Designer / Verizon

3/1995 – 5/2000

- Conceptualized, designed, and developed engaging marketing materials using Adobe Creative Suite for Verizon's Creative Services department

Sergeant / Massachusetts ARMY National Guard

3/1990 – 3/1998

Education / Bachelor of Fine Arts in Illustration - University of Massachusetts Lowell

Skills / Adobe:

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere
- Dreamweaver
- Acrobat
- Audition

- Figma
- Invision
- Miro
- Microsoft Office
- Jira
- Google Analytics

- Google Adwords
- Wordpress
- Joomla
- CMS
- SEO
- Branding

- Illustration
- Poser 3D
- Audacity
- Camtasia
- Final Cut