

ANDREW BRADY

MULTIMEDIA CREATIVE
COMMS. STRATEGIST
POLITICAL CONSULTANT
SPEECH WRITER
UX/IA DESIGNER
COACH & TEAM LEADER
GENERAL-PURPOSE NERD

PORTFOLIO

andrewbrady.me

CONTACT

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EDUCATION

MM, Scoring for Film & Television
Berklee College of Music

BA, Communication Studies (w/ honors)
BA, Theatrical composition (w/ honors)
Hamline University

AWARDS

'23 **District Coach of the Year** (NSDA)
Best in Show, B2B (Adfed)
Gold Pin, Out-of-Home (Adfed)

'20 **Gold Pin, Copywriting** (Adfed)

TOOL PROFICIENCIES



HUNT ADKINS

An advertising agency in Minneapolis

2020 – present

2023 ● Associate Creative Director

Creative: creative generation & feedback, campaign ideation, idea pitches
Strategy: brand voice development, message maps, strategic messaging, etc.
Digital: UX design, IA planning, CMS management, prototype development, etc.
Business Development: new biz. pitches, client prospecting, pitch deck assembly
Management: led creative teams of 4–5 by project; managed freelance roster (2–4)

2020 ● Senior Copywriter

Creative: multi-touchpoint campaign writing, headlines, taglines, blog articles, etc.
Strategy: brand voice, message maps, social media writing/scheduling, etc.
Multimedia: video scripts, podcast scripts, radio scripts, etc.
Digital: IA planning, website concepting, integrated campaign writing, etc.
Management: managed team of two writers

PERISCOPE

An advertising agency in Minneapolis (note: agency since renamed "Betty")

2016 – 2020

2017 ● Creative / Integrated Copywriter

Creative: creative concepting, scripts, headlines, brand identities, etc.
Technical: event playbooks, product manuals, sell sheets, welcome kits, etc.
Digital: app concepting, UX collaboration, IA & content strategy, etc.

2016 ● Content Editor

Proofing: content & grammar improvement, brand voice adherence, etc.
Content: e-commerce writing, romance copy & soft bullets, spec sheets

CHASKA HIGH SCHOOL

A public school in Chaska (ISD 112)

2016 – present

2022 ● Head Coach (Speech)

Logistics: transport coordination, judge contracts, event planning, etc.
Finance: team budget allocation (\$17k - Tier 1 CEA), invoicing, fundraising
Management: hiring process, coach performance improvement, pay negotiation, etc.
Leadership: 7 assistant coaches, roster of 60 students

2016 ● Assistant Coach (Speech & Debate)

Teaching: persuasion techniques, research capabilities, performance skills
Coaching: three nationally ranked (top 10) speakers in Informative category

(VARIOUS CAMPAIGNS)

2018 – 2022

● Political Communication Manager

Strategy: message strategy, communication planning, volunteer training
Writing: campaign addresses, floor speeches, public remarks, etc.
Public Relations: press release & interview coordination, on-the-record statements