

Brad Denboer - Creative Services
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About

I'm passionate about converting fans by engaging them with strategy in unexpected ways. My approach enables message involvement across multiple media — everything from playing a game, to learning, to connecting with like-minded individuals around the globe.

History

Freelance Creative Services — Present

Soup-to-Nuts Creative Powerhouse

- Driven to develop concepts that create innovative experiences through print, web, tv and radio
- Extensive agency/client experience
- Proven ability to guide and inspire creative team from concept through launch
- Rock-solid understanding of internet architecture and interactive design
- Excellent at providing strong creative direction and design for client presentations, new client acquisition and new business
- Comfortable with and enjoy presenting work
- Master of Creative Suite
- Strong background in art history, architecture, interiors, retail, fashion, pop culture and advertising trends
- Accomplished multi-tasker, able to maintain sense of humor and calm in a fast-paced and sometimes unforgiving occupation

Clients: Delta Airlines, General Mills, City of Tucson, Princess Cruise Lines

Auditorium Toy Company — Present

Founder, Toy Maker

- Grew one-person operation into successful four-person eco-friendly toy manufacturing business
- Provided creative vision and art direction for the development of highly unique, limited edition heirloom toys
- Guided new business development efforts and set company strategy
- Solely responsible for developing packaging across all products, ensuring consistent brand experience for the customer
- Negotiated partnership with high profile art museum to establish retail presence
- Responsible for the quality control across all products
- Recruited and managed outside vendors and suppliers

- Hired and mentored junior woodworkers

Corpedia Education, Inc./Ethisphere Magazine — 2002-2009

Creative Director, Strategist

- Led all creative development for award-winning, educational multiple media firm
- Grew interactive group to \$5 million annually
- Developed branding and new product launches, packaging, national marketing campaigns—including web and print
- Hired, managed and mentored a diverse creative department of art directors, flash designers, copywriters, production artists and freelancers
- Responsible for presentation of strategy and creative concepts to all clients
- Primarily responsible for look, feel and user experience across all projects.
- Revitalized Corpedia's business by concepting, engineering, and deploying the most successful production methodology in it's history, directly driving a 1000% revenue bump during its first year of implementation.
- Spearheaded the transformation of Corpedia's business facing newsletter into a multi-million dollar generating magazine/pitch vehicle
- Developed rich off-the-rack eLearning media content, which became so successful that the shelf life was extended indefinitely and set as a model for future efforts
- Led major redesign and rebranding in 2005, created new identity, led teams to create innovative new features
- Provided strong direction and leadership for client presentations, new client acquisition and new business pitches

Clients: IPG, Wal-mart, Starbucks, Intel, PepsiCo, YUM! Brands, American Express, Target, SC Johnson, Tommy Hilfiger, Cadbury Schweppes

Klosk — 2004-Present

Co-founder, Creative Director

- Creative think-tank for innovative marketing and product development
- Responsible for conception and execution of the "Businessbib", one of the web's most successful viral efforts (35+ million views)
- Negotiated licensing deal with Universal Pictures to feature products in marketing efforts for major release
- Created the Western Electric 900 mhz cordless rotary phone and Western Electric 2500 USB handset (featured in MAKE magazine)
- Praised by industry experts and used as an example in high visibility presentations on effective buzz generation

Brinkmedia — 1998-2001

Co-Founder, Interactive Creative Director

- Provided creative direction and creative team management for integrated advertising agency
- Led creative conceiving and creative review for online advertising, website development, rich media and cd-rom creation
- Recruited creative talent, supervised outside creative resources
- Presented strategic thinking and creative work for client review
- Researched and developed new business efforts in partnership with CEO

Clients: Triggerstreet, Cool Capitals, PayPal, Milton Bradley, Hasbro

Doo Rag — 1991-1998

Co-Founder, Musician, Creative Director

- Wrote, recorded, produced and performed music for a rock band with a global reach
- Led creative conceiving and review for publicity stunts and product development
- Recruited, managed and quality controlled outside manufacturers to produce highly innovative promotional merchandise
- Guided business development efforts and set marketing strategy
- Negotiated lucrative music licensing deals with Levi's and Seimens
- Launched numerous successful marketing campaigns, extending Doo Rag's brand by gaining significant media attention, and generating massive word-of-mouth
- Solely responsible for the strategy and management of a production/distribution chain that moved more than 100,000 record units (without a major record deal)
- Orchestrated production artists, ground support, and brand evangelists for the daily upkeep and growth of the business
- Designed, built, managed and operated a 2,000 square foot multiple media production and shipping facility

Tucson Newspapers Inc. 1991-1992

Pre-Press Graphic Technician

- Responsible for manually composing Southern Arizona's largest daily newspaper (cir. 500k)
- Worked closely with copywriters to edit pages on the fly using traditional graphic production tools (t-square, knife and hot wax)
- Successfully conceived and launched a system for cleaning, filing and repurposing long-running weekly ads, resulting in a \$2500.00 reduction in annual film cost
- Praised by management for producing highly detailed layouts by hand under extraordinary deadline pressure
- Modernized darkroom procedures, saving 30 minutes per day in start-up wait time, increasing hourly film output by over 50 feet, and significantly reducing film unit downtime due to maintenance

Display Products Inc. 1990-1991

Production Artist, Manager

- Responsible for managing the three-member production division of high volume POP producer, in compliance with OSHA regulations
- Invented a modular racking system to hold 1500 screenprinted wooden tabletops, conserving over 900 square feet of shop space during a production run
- Solely responsible for the photographic image transfer and maintenance of hundreds of custom large format silk screens
- Modified existing silk screen jigs to accommodate unusually sized substrates, reducing new equipment costs

Education

University of Arizona, Tucson, AZ — 1987-1990

Graphic Design/Illustration

Recognition

- 2010-11 Toy designs featured in Wired magazine
- 2010 Package design featured on Dieline
- 2009 Bronze Telly, *Do More Blue :30 spot*
- 2009 Gold Addy, *Public Service Campaign, Do More Blue Campaign*
- 2009 Gold Addy, *Public Service TV, Do More Blue :30 spot*
- 2009 Gold Addy, *Best Animation for video or film, Do More Blue :30 spot*
- 2008 Gold Brandon Hall, *Best in eLearning*
- 2006 Silver Brandon Hall, *Best in eLearning*
- 2004 Silver Addy, Tucson Guide Quarterly, *“The Anxiety of Everyday Objects”*
- 2000 Int’l Web Design Award for Product Showcase, Best of Show, *Spun the Movie*