



NICK BRADSHAW CREATIVE DIRECTOR

An award-winning creative and art director who is able to combine strategic thinking with proven design tactics to create marketing solutions that help achieve important company objectives and strengthen brands. A versatile, self-directed, innovator with proven skills leading creative and marketing teams.

623.670.0885 • nick@bradshaw.design

Portfolio - behance.net/nbradshaw

Linkedin - linkedin.com/in/nrbradshaw

EXPERTISE

- Branding & Brand Strategy
- Brand Development & Management
- Brand Identity
- Creative & Marketing Management
- Creative Strategy & Direction
- Graphic Design
- Advertising
- Marketing Strategy & Direction
- Corporate Design & Marketing
- Design Strategy & Thinking
- Interactive Design & Development
- Digital & Social Media Marketing
- Vendor & Partner Relationship Management

EDUCATION

Art Institute of Phoenix
Bachelor of Arts - Graphic Design
Phoenix, Arizona

De'Vry University
B.S. - Multimedia Design & Development
(112/124 Credit Hours)

B.S. - Graphics & Multimedia Management
(106/124 Credit Hours)
Phoenix, Arizona

CERTIFICATIONS + COURSES

AZIMA - Content Marketing Workshop
Certificate

ORGANIZATIONS

- American Advertising Federation (AAF)
Phoenix Metro - Board of Directors
- American Institute of Graphic Arts (AIGA)
Arizona Chapter - Member
- American Marketing Association (AMA)
Arizona Chapter - Member

ART DIRECTOR (Freelance)

2017

Maricopa Community Colleges

Provide strategic support for the Creative and Marketing Directors with the development of brand, print and digital advertising for the Maricopa Community Colleges District Office and their 10 community colleges.

ART DIRECTOR

2016

National Academy of Sports Medicine (NASM)
Athletics & Fitness Association of America (AFAA)

Direct creative strategy and execution of all print and digital advertising for the National Academy of Sports Medicine (NASM) and Athletics and Fitness Association of America (AFAA). Oversee the creative process and work flow by delegating projects and managing internal and external partners.

- Managed agency relationships, communicated direction between internal and external partners to maximize efforts and receive the best possible results.
- Directed photo shoots to build a brand photo library, reducing the use of stock photography while increasing the use of unique brand photographs.
- Refined brand guidelines to set a consistent and premium visual tone, establishing the NASM and AFAA brands as the leader certified personal training and group fitness industries.
- Developed a unique template-based email system that could be used across all brands and for a variety of email types. Resulting in increased production and automation of email marketing efforts.

CREATIVE DIRECTOR

2011-2016

National Bank of Arizona / Zions Bancorporation

Develop strategy and execution of all marketing, and creative direction for NB|AZ advertising and corporate communications, overseeing a multi-million dollar budget and 10-member team. Direct brand management, corporate positioning, public and media relations, product launches, advertising, sales and direct marketing campaigns, events, contests, content marketing, vendor selection and relationships, sales and marketing collateral.

- Managed a diverse team in a deadline driven environment by identifying and streamlining processes and cross-functional teams that maximize individual strengths, resulting in better time management, communication and team work.
- Designed award-winning creative and result-oriented strategies to meet corporate objectives.
- Developed a budget that allowed for continued production of important marketing efforts at a reduced cost, such as Elevate AZ Magazine and Arizona Business Today.
- Developed concept and launched corporate communication Elevate AZ Magazine, a print publication with distribution of 25,000 copies. Later analyzed and redesigned magazine format to reduce printing costs by 45%.
- Designed and developed a \$500,000 corporate multimedia studio to support external and internal communications, and training through the production of audio and video media.



- Launched Arizona Business Today, a content marketing tactic that showcases the success of clients and their testimonials through the utilization of print (Arizona Republic), television (NBC, Channel 12) and interactive (AZCentral.com) communications channels.
- Designed and executed an integrated, multi-channel marketing campaign to launch the Amazing Rewards credit card, which resulted in 79% increase in card acquisition and a 2.3M increase in utilization.

National Bank of Arizona Major Projects and Initiatives

NBJAZ Media Studio	Winter Swing Golf Tournament
Elevate AZ Magazine	Phoenix Suns Sponsorship
Arizona Business Today	Fiesta Bowl Parade Sponsorship
Arizona Business Resource Center	Amazing Rewards Credit Card
Elevate AZ Super Bowl 49 Commercial and PR Campaign	Phoenix Suns Amazing Rewards Credit Card
NBJAZ re-brand	NBJAZ Marketing-On-Demand solutions
NBJAZ Charities	California Bank and Trust collateral redesign
Arizona Leadership Forum	20 Grand to Build Your Brand
Taste of the Biltmore	Arizona Next Great Business
	Get in the Game

INTERACTIVE DESIGNER & DEVELOPER 2009 - 2012

P.F. Chang's China Bistro & Pei Wei Asian Diner

Consult with P.F. Chang's China Bistro and Pei Wei Asian Diner in-house teams on projects ranging from conceptual marketing campaigns to design and production support for promotional marketing campaigns, direct mail, website design, email and digital marketing.

- Successfully managed print and digital projects with both tight deadlines and quick turnarounds.
- Designed and developed digital and print marketing collateral that ensured brand harmonization among a variety of markets.

INTERACTIVE DESIGNER & DEVELOPER 2009 - 2011

D+B (Davidson & Belluso Advertising & Design)

Lead interactive designer and developer. Design brand identities, interactive website design and development. Collaborative work, research, client meetings and presentations.

- Increased the agency's ability to take on a wider range of interactive/digital design and development projects.
- Utilized knowledge to support all areas of the agency through project management, print and interactive design.

PRINCIPLE / CREATIVE DIRECTOR 2006-Present

Bradshaw Design

Full-service creative and marketing consulting services. Offer strategic creative and design thinking to a wide range of clients varying from non-profits, small and mid-sized business to large corporate clients.

RECENT AWARDS

2017 Hermes Creative Awards
Gold - Corporate Branding
Gold - Advertising - Magazine

2016 American Advertising Awards
Bronze - Magazine Corporate
Bronze - Magazine Corporate

2015 Rocky Mountain Emmy Awards
Nominee - Commercial, Single Spot

2015 Telly Awards
Bronze - Commercial, Local TV & Cable

2015 American Advertising Awards
Gold - Consumer/Trade Publication

2015 Hermes Creative Awards
Gold - Magazine Corporate
Silver - Commercial
Silver - Promotional/Branding (Video)
Silver - Print Advertising
Silver - Integrated Campaign

2015 Service Industry Advertising Awards
Best In Show - External Publication
Gold - Total Advertising Campaign

2014 Spectrum Awards (American Marketing Association)
Integrated Marketing Campaign - Services Existing
Integrated Marketing Campaign - Self Promotion
Integrated Marketing Campaign - Product New

2014 American Package Design Awards

2014 Summit Marketing Effectiveness Awards
Silver - Integrated Campaign

