

Brad Roseberry

Creative Director / Copywriter

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Publicis Dallas

Chief Creative Officer (2013-2015)

Clients: Bridgestone, Nestea, TruGreen, UN Women

TBWA\Chiat\Day, New York

Global Creative Director (2011-2013)

Clients: Accenture, YMCA

BBDO, New York

Creative Director/Copywriter (2004-2009)

Clients: GE, Sony, Pepsi, IAVA

180 Amsterdam

Senior Copywriter (2002-2003)

Clients: adidas, Dunlop

Wieden+Kennedy, Amsterdam

Senior Copywriter (2000-2002)

Clients: Siemens, Nike

Goodby Silverstein & Partners

Copywriter (1996-1999)

Clients: HP, California Milk Processor Board,
Nike, Bell Helmets, Isuzu

Freelance experience

The Richards Group, Dallas

McCann Erickson, New York

Ogilvy, New York

Mekanism, New York

Grey, New York

JWT, New York

Deutsch, LA

David&Goliath, LA



Originally from Boulder, Colorado, Brad grew up skiing, cycling and throwing plenty of snowballs. His experience in advertising spans both coasts and three countries. With time spent at some of the top creative agencies in the world, he has developed award-winning, cross-platform creative ideas for a broad range of iconic brands that include, GE, Pepsi, Adidas, Nike, Sony, Accenture, Bridgestone and the United Nations.

Most recently, he served as Chief Creative Officer of Publicis Dallas, where he oversaw the agency's creative department while working on Bridgestone, Nestea and TruGreen. While there, he also launched the HeForShe social campaign for UN Women, which was named one of the 13 hashtags that changed the world in 2014.

His work has been recognized by every major international show, including two Emmy nominations and the Epica d'Or at Europe's Epica Awards. These days he enjoys adventure travel, sailing, skiing, cycling and is still known to toss the occasional snowball whenever the opportunity arises.