

Brett Shea

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CREATIVE DIRECTOR/
COPYWRITER/
SAN FRANCISCO, CALIFORNIA



EDUCATION

POMONA COLLEGE

CLAREMONT, CALIFORNIA
CLASS OF 2010
B. ARTS
Concentration in Philosophy,
Environmental Design, and Art
History. Senior thesis explored
traditional Nepali architecture
through Heideggerian modalities of
thought as a means of establishing
meaningful connection in a
technologically dominated and
increasingly alienated society.

ALEX BOGUSKY'S AD SCHOOL OF INSANITY

BOULDER
JAN-OCT 2014
COPYWRITING & DESIGN
I could have paid to go to ad school.
Instead, Alex "The Steve Jobs of
Advertising" Bogusky hired me as
his direct apprentice at a startup he
co-founded. It was baptism by fire,
and I have actual burn scars to prove
it. Show & tell upon request.

AUDACIOUS SCHOOL OF ASTONISHING PURSUITS

ONLINE
JUL-SEPT 2023
CREATIVE MEGAMACHINE
Former W+K ECD Jason Bagley's 8-
week mentorship program on
becoming a more unhinged, more
prolific, more better creative.
Crushed it.

IDEO U

ONLINE
NOV-DEC 2021
DESIGN THINKING
FOUNDATIONS: INSIGHTS TO
INNOVATION
In-depth primer on UX & human-
centered design, led by Coe Leta
Stafford, focused on research phase.

AGENCY EXPERIENCE

GOODBY SILVERSTEIN & PARTNERS

SAN FRANCISCO
ASSOCIATE CREATIVE DIRECTOR
2024-PRESENT
Pitched & won 8-figure Xfinity
account. Created beloved, impactful
campaigns (TV/OLV/OOH/Social),
led numerous teams to handle social
creative & strategy across present &
future clients incl. Xfinity, Comcast
Business, BMW, Specialized,
Zaxbys, and more.

TERRI & SANDY

NEW YORK
SENIOR COPYWRITER
2017-18
Developed conceptual campaigns
for Disney, Gerber, Hain-Celestial,
The Hartford, and Sunny D.
Spearheaded award-winning
product launch for Phonak.

MADE

BOULDER
COPYWRITER
2015-16
Created impactful campaigns for
Lyft, boosting market share 75%.
Co-designed and wrote copy for a
mobile ordering app & website for
TGI Fridays. Ran numerous socials.
Wore bear suit, hid in woods,
terrified 12+ joggers (for client).

CRISPIN PORTER + BOGUSKY

BOULDER
INTERN
2014
Split time between production art
studio and creative dept. as
copywriter. Pitched against Droga5,
Wieden + Kennedy, and others.
Concurrently had newborn, did not
sleep. Daily coffee minimum = 6
cups. Ate shit on adult pogo stick.

IN-HOUSE EXPERIENCE

LINKTREE

MELBOURNE/REMOTE
CREATIVE LEAD, COPY
2023-2024
Led organic social strategy &
content creation across
differentiated channels, led
integrated brand campaigns,
identified creators for brand
partnership & executed creative
outreach to earn media & build
relationships.

AIRBNB

SAN FRANCISCO
CREATIVE LEAD (CONTRACT)
2017, 2022-2023
2022: Co-led organic & paid social
content and strategy. Led sound
design & music composition for
Reels. Additional campaign work.
2017: Developed product marketing
campaigns to launch Restaurants +
Host Financing programs & support
Airbnb Experiences.

LINKEDIN

SAN FRANCISCO
SENIOR COPYWRITER
2019-2022
Developed global brand and
product marketing for the world's
professional network. Helped lift
LinkedIn +22% in Interbrand 2021.
Touched every line of business with
meaningful, strategic, effective
creative.

POPSOCKETS

BOULDER
ASSOCIATE CREATIVE DIRECTOR
2018-19
Production-heavy, content-filled
global brand building for the maker
of that circle on the back of your
phone. Defined voice and visual
style through lean creative
processes. Helped lead team of
creatives and designers in. fast-
paced, high-churn environment.

YES I ALSO FREELANCE

SELECT CLIENTS

IMPOSSIBLE FOODS
HALO TOP
WEWORK
FLINTS MINTS
KIWICO
CONSCIOUS MINDS
MADWELL
GIIDE
IRREVERENT TEA

SKILLS

COPYWRITING
CREATIVE DIRECTION
SOCIAL MEDIA (ALL OF IT)
CREATIVE/BRAND/SOCIAL
COMMS STRATEGY
CREATIVE DEVELOPMENT
ART DIRECTION
VIDEO EDITING
VIDEO DIRECTION
MUSIC PRODUCTION

TOOLS

FIGMA
WEBFLOW
LOGIC PRO
ADOBE CC
AI SHIT
MINIMOOG MODEL D
STRATOCASTER
ROLAND AEROPHONE
YOGA MAT
DREMEL

**This is my official
capitalism info document.
Certain systematic
taxonomies may use other
nomenclature to classify
documents of this nature
(e.g. "résumé," "précis,"
"curriculum vitae").
Please handle with care.**