

Brett Shea

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.

OFFICE@BRETT.LAND
WWW.BRETT.LAND
+1 (720) 989-5484

CREATIVE DIRECTOR/
COPYWRITER/
SAN FRANCISCO, CALIFORNIA



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 a fast-paced, high-churn environment.

YES I ALSO FREELANCE

SELECT CLIENTS
IMPOSSIBLE FOODS
HALO TOP
WEWORK
FLINTTS 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

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