

## Curriculum Vitae

### Brad Mooberry

5745 S Andes St • Aurora, CO 80015  
310 391-5356 (office) • 310 482-8184 (cell)  
brad@mooberry.com

Innovative and results-driven branding and marketing professional with extensive experience in online and digital marketing. Recognized as a creative leader, consummate storyteller, and skilled problem-solver; Mooberry is adept at leveraging cutting-edge technology to enhance marketing strategies and brand positioning. Proficient in a broad range of skills, including brand identity development, strategic planning, concept ideation, UI design, digital storytelling, graphic design, and digital video editing. Recently focused on empowering startups by crafting compelling investor materials and operational strategies.

When he founded ad2, inc. (CEO/Creative Director), it started as a boutique agency designing ads, catalogs, and brochures. Mooberry's early adoption of technology led to the company's shift to digital production. Working closely with the President of Hilton Hotels, Mooberry was tasked with many high-profile assignments, including the strategic planning for Hilton's corporate intranet; designing and building a company-wide interactive training program; writing and designing numerous presentations; and articulating the vision for the Hilton Value Chain.

ad2 received more than 160 interactive awards. The company was regarded as one of the top interactive agencies in the country having produced more than 300 web projects. Over the years, Mooberry has gained extensive experience creating and implementing digital projects across multiple marketing channels - websites, social sites, online campaigns, interactive games & activities, custom applications, mobile sites and apps, and much more.

Throughout his career, Mooberry has always been very 'hands-on' with computer software and using these tools to enhance his marketing skills. He has helped a long list of clients make the shift to digital, including:

- 20<sup>th</sup> Television
- Amblin Entertainment
- ASSA ABLOY
- Bandai
- Bose
- Deloitte
- DirecTV
- Electronic Arts (EA)
- Fox
- GRAMMY
- Hilton Hotels
- Honda
- IGN
- ISUZU
- Kaiser Permanente
- Kawasaki
- Lions Gate
- LA Kings
- Mattel
- MGM
- Miller Brewing
- Monterey Bay Aquarium
- Paramount Pictures
- Pepsi
- Pioneer
- Rand McNally
- Robb Report
- SANYO
- Smithsonian Institution
- Sony Pictures
- Toon Disney
- Toyota
- Universal Pictures
- Verizon
- Walt Disney Parks & Resorts Online
- Warner Bros Home Entertainment
- Wells Fargo Bank
- Wolfgang Puck

Currently, Mooberry is consulting with a variety of clients (including startups) on concepts for, and implementation of, multi-channel initiatives ranging from brand strategy and investor materials to website development and social media planning.

### Core Competencies

- **Branding & Marketing:** Brand identity creation, brand building, and strategic marketing initiatives.
- **Digital Expertise:** UI/UX design, information architecture, website design, and motion graphics.
- **Creative Storytelling:** Concept ideation, copywriting, photography, and digital storytelling.
- **Technical Skills:** Graphic design, video editing, print production, and basic programming.
- **Startup Support:** Investor pitch decks, business plans, financial documents, and sizzle reels.

### Technical Proficiencies

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, iMovie).
- **Web Technologies:** HTML, CSS, WordPress.
- **Marketing Tools:** Google Analytics, HubSpot, Mailchimp, SEO/SEM platforms.
- **Presentation Tools:** Microsoft PowerPoint, Canva.
- **Basic Software:** Microsoft Office (Word, Excel, etc.), Adobe Acrobat Pro.

**Education** U.C.L.A. - Bachelor of Arts - Design Major/Business Minor