

BRAD MOOBERRY

Brand Strategy | Creative Direction | Digital Experience

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PROFESSIONAL SUMMARY

Innovative, results-oriented **branding, marketing, and creative leader** with extensive experience translating business objectives into distinctive brands, compelling digital experiences, and integrated marketing initiatives. Founder and former CEO/Creative Director of an award-winning interactive agency, with a record of leading web, social, mobile, video, and interactive initiatives for enterprise and startup clients. Combines strategic thinking, visual storytelling, hands-on design expertise, and emerging technology fluency to help established brands and startups clarify their value, engage audiences, and move initiatives forward.

CAREER HIGHLIGHTS

- Built ad2, inc. from a print-design boutique into a nationally recognized interactive agency delivering **300+ digital projects** and earning **160+ interactive awards**.
- Led high-visibility strategic and creative assignments for Hilton Hotels, including corporate intranet planning, an enterprise-wide interactive training program, executive presentations, and articulating the vision and designing graphics for the Hilton Value Chain.
- Advises startups and growth-stage clients on brand positioning, investor communications, digital presence, and multi-channel go-to-market initiatives.

PROFESSIONAL EXPERIENCE

Independent Brand & Digital Strategy Consultant | Current

Advise clients and startups on brand strategy, investor communications, websites, social media, and integrated marketing. Develop pitch decks, business plans, financial-support materials, sizzle reels, and digital storytelling assets.

ad2, inc. | Founder, CEO & Creative Director

Founded and led an agency that evolved from print into a full-service interactive studio. Directed strategy, branding, UI/UX, websites, digital campaigns, social content, mobile experiences, custom applications, presentations, motion graphics, and video. Partnered with senior stakeholders to translate business priorities into effective digital experiences.

EXPERTISE & TOOLS

Area	Capabilities
Strategy & brand	Brand positioning, identity, strategic marketing, storytelling, investor and executive communications
Digital & creative	Creative direction, UI/UX, information architecture, websites, content creation, copywriting, motion graphics, video
AI-enabled workflows	Generative AI, prompt development, AI-assisted research, ideation, copy and visual exploration, and content refinement; human review for strategic fit, factual accuracy, brand voice, usability, and appropriate use
Technology	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), HTML, CSS, WordPress, Google Analytics, HubSpot, Mailchimp, SEO/SEM, PowerPoint, Canva, Microsoft Office

SELECTED CLIENTS

Amblin Entertainment · Bose · Deloitte · Electronic Arts (EA) · Fox · Recording Academy (Grammy Awards) · Hilton Hotels · Honda · ISUZU · Kawasaki · LA Kings · Mattel · MGM · Miller Brewing · Monterey Bay Aquarium · Paramount Pictures · Pepsi · Pioneer · Robb Report · SANYO · Smithsonian Institution · Sony Pictures · Toyota · Universal Pictures · Verizon · Warner Bros. Home Entertainment · Wells Fargo

EDUCATION

University of California, Los Angeles (UCLA)
Bachelor of Arts, Design Major | Business Minor