Brandice Wilson CREATIVE DIRECTOR

I've made Jason Segel laugh. Also
I'm an award-winning Creative Director
with 15 years of experience winning
pitches, inventing words like smallify and
solosaurus, and blowing minds with my
Monty Python & the Holy Grail headcanon.
Ask me about it. You'll never think about
that movie the same way again.

SKILLS

Creative Direction Creative Concepting Team Leadership 360 Campaigns Business Development Client Relations Creative Strategy Storytelling. TV Scripting & Production Media & Brand Partnerships Experiential Marketing Social Media Digital & Interactive Marketing Information Architecture Content Strategy Mentorship Organization & Process Humor CRMRadio OOH



CLIENTS

Looney Tunes, Hyundai, T-Mobile, Google, lululemon, Microsoft, Marvel, Mazda, Hellmann's, Blue Cross/Regence, Washington's Lottery

EXPERIENCE

CREATIVE DIRECTOR VML_ 11.2023-Present

_Eating benchmarks for breakfast, RFPs for lunch, and team silos for dinner

_Media: 360 campaigns, brand partnerships, TV, social, CRM, OOH, all the things

ASSOCIATE CREATIVE DIRECTOR

Wunderman Thompson_ 3.2021-11.2023

_Survived a merger. Got promoted without even asking. See above.

SENIOR COPYWRITER INNOCEAN USA 2.2017-3.2021

_Won and retained CRM business, created award-winning social content, & launched an embarrassing amount of new car models with 360 campaigns, including the Hyundai Kona Iron Man at Comic-Con

_Media: Literally everything, including experiential

ASSOCIATE CREATIVE DIRECTOR POSSIBLE 5.2015-2.2017

_Led Creative and UX for Mitsubishi digital business & subsequently won CRM & paid social

Media: Digital, CRM, social, print

SENIOR COPYWRITER The Garage Team Mazda_ 8.2011-5.2015

FREELANCE COPYWRITER 6.2010-8.2011