

# 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  
CRM  
Radio  
OOH

### CLIENTS

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

### EXPERIENCE

#### LEAD CREATIVE OFFICER

DICE & DALL\_ 10.2025-Present  
\_Competing toe-to-toe with agencies 1000x our size.

#### CREATIVE DIRECTOR

VML\_ 11.2023-10.2025  
\_Ate 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

