

# BRAD LESZCZYNSKI

## CREATIVE DIRECTOR

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I N N O V A T O R + C R E A T O R + M O T I V A T O R

I am an experienced Creative Director, bringing proven expertise in creative strategy, vision, and communication to growth-oriented and established brands. With a background in both engineering and design, I possess a unique ability to integrate left- and right-brain skill sets to deliver optimal creativity and technical specificity to each project. I am enthusiastic about the opportunity to contribute my diverse skill set and drive innovation as part of your team.

## RECENT CREATIVE EXPERIENCE

### MINT ADVERTISING | SINCE OCTOBER 2016

As the Creative Director at Mint Advertising, I lead the agency's creative strategy and execution, ensuring innovative and effective marketing solutions for our clients. My role includes overseeing designers, collaborating with copywriters, implementing new technologies, and managing external resources from concept through final production. Key highlights include:

- **Developed and implemented creative strategies** for IEEE, the world's largest technical and professional organization and a trusted voice in engineering, computing, and technology. Collaborated with partner groups to establish unique identities while adhering to global brand standards. Delivered solutions for print, social, digital, web, and tradeshow. Contributed to agency growth within IEEE over the past eight years by delivering innovative marketing solutions that surpass client expectations, meeting deadlines and budgets.
- **Created cohesive brand identities** for the corporate and military divisions of Kinedyne, a leading cargo securement and control company with operations in the US, Canada, and Mexico. Simplified messaging and imagery, developed engaging explainer videos, and increased client revenue, resulting in more projects for the agency.
- **Managed the creative rebrand** and marketing for eLEND, an online mortgage company, for five years. Developed comprehensive marketing strategies for print and digital platforms, created social media campaigns, established email campaigns and surveys using Marketo, and storyboarded explainer videos, driving an increase in loan applications.

### TESTING AND TRAINING INTERNATIONAL | SINCE OCTOBER 2015

Develop teaching mechanisms and methodologies to help continuing education students better understand graphic design principles and industry applications. Designed and implemented engaging curriculum that catered to diverse learning styles and abilities. Utilized creative instructional design techniques to enhance student engagement and participation.

### 8FOLD, LLC. | 2009 – 2016

Co-founded and spearheaded operations at an innovative Creative Ad Agency. Formulated and implemented novel business strategies, successfully pitching agency services to diverse clientele. Led strategic design initiatives across digital and traditional media platforms. Managed external resources and budgets, ensuring successful campaign execution.

### ST. JACQUES MARKETING | 2000 – 2009

Responsible for setting the creative strategy and communicating the agency's vision to its clients along with managing all internal and external creative resources to produce dynamic lead-generating, online, and traditional advertising campaigns. Lead the company to be more digital focused.

## EDUCATION



### BA DEGREE

W.V. Wesleyan College (1992-1996)  
Graphic Design | Marketing | Physics

## RECOGNITION



AVA DIGITAL AWARDS

NAD CLUB



## SKILLS



### STRATEGY

Creative brainstorming | Concept development | Content creation | Storyboard creation



### DESIGN

Brand identity systems | Web and mobile UX/UI | Print ads | Infographics | Banner ads | Corporate collateral | Social media graphics | Packaging | Outdoor | Gorilla marketing | Tradeshow graphics | Video editing | Animation



### MANAGEMENT

Team allocation | Project management | Training/onboarding | Budgeting | Estimate creation

## APPLICATIONS



### ADOBE CREATIVE CLOUD

InDesign | Photoshop | Illustrator | XD | Acrobat | Some After Effects | Some Premiere



### MICROSOFT SUITE

Excel | Outlook | PowerPoint | Word | Teams



### WEB/CODING

WordPress | Joomla | Drupal | Figma | ADDITIONAL EXPERIENCE WITH: HTML | PHP | ASPX | CSS



### MARKETING AUTOMATION

Marketo | Teamwork | Functionpoint | Accredible | HupSpot | Mail Chimp | Constant Contact | ChatGPT