

Brad Groom

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Profile

I'm a writer/creative director with 30+ years of experience serving clients both at agencies and as a freelancer. I have dedicated my career to crafting powerful, award-winning work that is focused, strategic and engaging. I love the challenge of dreaming up original ideas and penning intelligent, persuasive copy that speaks to people in a meaningful way.

Work Experience

Principal/Creative Director • groom•githens creative • 2000 - Present

Launched successful business venture with longtime art director partner, Doug Githens. Developed and produced beautiful television campaigns for Good Shepherd Medical Center. Collaborated directly with clients and on behalf of agencies like The Richards Group to concept and write print, broadcast, collateral and digital work across a wide variety of business categories.

Executive Creative Director • The Focus Agency • 1996 - 2000

Teamed with an exceptionally talented group of people and was promoted to oversee the creative department. Won the Shell and GTE accounts. Produced fresh, thought-provoking work for Qwest Communications and the Balmoral Cigar Company.

Group Creative Director • DDB Dallas • 1989 - 1996

Co-managed multiple teams of writers and art directors on the Budget Car Rental, Embassy Suites and Interstate Batteries businesses. Created breakthrough work for the Haggar Apparel and YMCA accounts, among others.

Senior Writer • Bozell/Dallas (now TM) • 1986 - 1989

Developed provocative work for a variety of blue chip accounts, like American Airlines, Armour Meats, Long John Silvers and Bailey Banks & Biddle Jewelers.

Writer • Berry-Brown Advertising • 1984 - 1986

Cut my teeth writing on a wide variety of accounts including the Jimmy Dean Meat Company, Quaker Oats Company, Elk Roofing and Texas Dairy Queen.

Education

University of Missouri School of Journalism – Degree in Advertising, 1984

Account Experience

American Airlines • American Heart Association • Armour Meats • Bailey Banks & Biddle Jewelers • Balmoral Cigar Company • Baylor Healthcare System • Beringer Wines • Borden • Budget Car Rental • Cadbury Schweppes • Campbell-Wilson • Cellular One • Cingular Wireless • Cheddar's Scratch Kitchen • Children's Medical Center • Chili's • Cook Children's Hospital • Coors Brewing Company • CPS Energy • Dallas Symphony Orchestra • Dave & Buster's • DirecTV • Elk Roofing Company • Embassy Suites Hotels • Federal Sign • FlexJet • Footaction USA • Frito-Lay • Furr's Cafeterias • GTE • Good Shepherd Medical Center • Haggard Apparel Company • Home Depot • Hyatt Hotels • Imperial Sugar • Interface Security Systems • International Bank of Commerce • Interstate Batteries • Jimmy Dean Meat Company • KeyBank • Kindercare • Fedex Kinko's • Joe's Crab Shack • Long John Silver's • Marion Labs • MasterCard International • McIlhenny Company • Minute Maid Orange Juice • Mrs Baird's • Nokia • Office Depot • Pancreatic Cancer Action Network • Perot Systems • Pier 1 Imports • Pioneer Electronics • Pizza Hut • Pizza Inn • Pure Healthcare • Qwest Communications • Ralston-Purina Company • Rent-A-Center • Ruby Tuesday • SBC • Shell Chemicals • Shell Energy • Southwestern Bell Mobile Systems • TGIFriday's • Texas Commerce Bank • Texas Dairy Queen • The Dallas Morning News • The Quaker Oats Company • Tone Soap • United States Air Force • United Way of Metropolitan Dallas • Williams Communications • YellowFolder • YMCA of Metropolitan Dallas • Zodiac Vodka