

BRAD STEPHENS | CREATIVE DIRECTOR

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So, what about me?

I've led creative teams from agencies to in-house, to a statewide public media network.

The result? A wealth of experience from multiple vantage points and knowing what it takes to deliver on strategy, top-tier creative work no matter the role. Currently I'm leading the creative team at PBS North Carolina as we handle the marketing, branding and broadcast support for the third largest public media market in the nation. I'm experienced in brand strategy, platforms, and directing creative work, but can also be hands on and dive right into any phase of creative brainstorming, execution, or production. After hours, I still find time to spend in the drawing studio and my beautiful wife and kids live with a random creative guy who brightens their every waking moment.

RECENT SUCCESSES

2020: Led the rebranding effort for North Carolina public television, from UNC-TV to PBS North Carolina

2019: Led advertising initiative of Lowe's sponsorship of the 2019 NFL Draft

2019: Oversaw development of the NCAA March Madness campaign for Lowe's

2018: Co-wrote and produced Lowe's national broadcast campaigns

2017: Led re branding & launch of Lowe's Pro sub brand

CREATIVE DIRECTOR, PBS North Carolina, 5/20 - present

Taking on the challenge of joining a 66-year-old state institution, I stepped into a leadership role with an existing team and partnered with executive leadership to inject new creative energy into all aspects of the brand. Within my first year I led a complete rebrand of UNC-TV to PBS North Carolina, including development of brand strategy, personality, and on-air presence. Additionally, I directed creative as we partnered with production to launch new and refresh existing branding and graphics packages for both local and national programming.

CREATIVE MANAGER, ADVERTISING, Lowe's Home Improvement, 6/12 - 5/20

During my tenure I managed multiple creative teams and various agencies to create and deliver strategic, on brand thinking for a range of media. I directed the development of retail seasonal campaigns, handled the writing and oversaw production of our national broadcast commercials, crafted store associate campaigns, public relations and recruitment communications, as well as managed of our packaging design team. I handled creative oversight and relaunch of the two top in-house brands, Kobalt tools and Allen+Roth decor. Other successes include the development of a streamlined store wide wayfinding & communication redesign as well as development of programs to keep internal team members inspired and motivated to deliver top-notch creative work.

CREATIVE MANAGER, ECOMMERCE, Lowes.com 2/12- 6/12

Managed and provided creative direction to UX, iXD, Visual Design and Content teams.

SENIOR ART DIRECTOR / ART DIRECTOR, MullenLowe Advertising, 6/06 - 10/11

Created, presented and executed ad campaigns for national clients. Media included broadcast, print, direct mail, online and social media. Directed junior creative teams. Directed broadcast and photo productions.

ART DIRECTOR / JR AD, CoyneBeahmShouse Advertising 6/99 - 6/06

RETOUCHER / PHOTO ASSISTANT, Photografit 1/98 - 6/99

BFA, East Carolina University