

MICHAEL BRADSHAW

WRITER + CREATIVE

816-509-9009
mike@malcolm816.com
malcolm816.com
@malcolm816

- EDUCATION:**
- MFA, Creative Writing, CUNY Brooklyn College
 - BA, Creative Writing, University of Central Missouri

SKILL SET: Nine years experience crafting copy, concepts, and editorial deliverables for major brands, global ad agencies, digital IP's, and broadcast television.

EXPERIENCE: 6/2014 – PRESENT – SR. WRITER/PRODUCER – BET NETWORK – NYC

Writer/producer of ad-sales network stunts and promos for major brands including Sony Pictures, Honda, P&G and McDonald's as well as tent-poll events such as the 2015 & 2016 BET Awards.

4/2010 – PRESENT – FREELANCE COPYWRITER/CREATIVE DIRECTOR – NYC

Copywriter for global ad agencies and broadcast television.

- Mullen Lowe-Profero: The CFA Institute, Marzetti
- Decon: Reebok, Absolut
- Studio City: "Anderson"
- Thomson Reuters Studios: JP Morgan, Morgan Stanley, et al
- AMC Network: "YEAH! TV"
- Hogarth Worldwide: Novartis
- GSGNYC: Internal marketing campaign

7/2008 – 4/2010 – WRITER/PRODUCER – WGN AMERICA – NYC

Writer/producer of ad-sales, promos, upfronts, & rebrand campaigns. Wrote network tagline, "WGN America: Everywhere America Calls Home."

7/2007 – 7/2008 – PRODUCTION COORDINATOR – USA NETWORK – NYC

Managed on-air GFX and wrote copy for ad-sales spots, promos, web, and print campaigns. QC'ed on-air promos.

SOFTWARE: FinalCut; Avid; InterPlay; Unity; Motion; After Effects; Adobe Creative Suite