

BRAD GARRATT

Rochester, New York

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OVERVIEW

- 25+ years of copywriting and original content for B2C and B2B clients across all media—from sporting goods TV to healthcare digital display. Telecom video to med device email. And everything in between.
- Equally at home concepting with the creative team, producing voiceovers, or pitching ideas to clients

EXPERIENCE

2000 - Present

Flynn Agency, LLC/Rochester, NY

Creative Supervisor

- Concepted campaigns and wrote copy for content including digital, broadcast, collateral, and long-form video for a variety of clients in virtually every vertical
- Led creative team on multiple projects and partnered with account team to develop campaign strategies and creative rationales
- Functioned as de facto Account Coordinator for multimillion dollar account, including day-to-day client contact, estimating, and billing
- Intimately involved in all production phases of several hundred TV commercials and other video projects of all budget levels

Select Clients: Quest Diagnostics, Baxter/Hillrom, Dick's Sporting Goods, Golf Galaxy, CooperVision, GTT Telecom

1999

Lonemoose Creative/Rochester, NY

Copywriter

- Worked on video and print projects for various Rochester-area agencies on a freelance basis
- Scripted video projects and wrote print advertising directly for clients

Select Clients: Eastman Kodak, Xerox, Bayer

1994-1998

Jay Advertising/Rochester, NY

Senior Copywriter

- Developed television and radio campaigns for a number of consumer retail clients
- Wrote and produced multiple long-form video projects including audio and editorial supervision

Select Clients: Wegmans Food Markets, Buick Dealer Groups, Chase-Pitkin, Time Warner Cable

EDUCATION

Roberts Wesleyan College/Rochester, NY

Bachelor of Arts

Major: Communication Minor: Business