



OWEN BRALEY

SOME
JACK OF ALL TRADES, MASTER OF NONE



PORTFOLIO

ABOUT

I create stories. In both my personal and professional work, I bring fresh, unexpected ideas and perspectives to every project. Whether I am working on a new film script, a 360° brand campaign, or even just a single Instagram caption, I want to stop people in their tracks and make them feel something. Happiness. Sadness. Wonder. Anger. Hope. When I achieve that, I know I've made an impact.

SKILLS

- Concept Creation
- Creative Problem Solving
- Project Management
- Idea Synthesis
- Collaboration
- Social Media Marketing
- Photography
- Videography
- Copywriting
- Adobe Creative Suite
- Canva
- MailChimp

ACADEMIC PROFILE

COLORADO STATE UNIVERSITY

Bachelor of Science in Business Administration

- August 2014 - May 2017
- Marketing and Management

CONTACT DETAILS

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owenbraley.com

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WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

F4D STUDIO | Jan 2022 - Present



DIGITAL MEDIA SPECIALIST

F4D STUDIO | Jan 2020 - Jan. 2022

- Develop, present, and create fresh concepts & campaigns for clients based on brand guidelines, project objectives, and desired KPI's
- Collaborate with directors, producers, editors, designers, and artists to conceive and execute work to meet client goals
- Write engaging copy with varying voices and tones for film scripts, social captions, website copy, blogs, and newsletters
- Capture photo and video content to build compelling storylines within client and F4D campaigns
- Utilize the Adobe Creative Suite to create meaningful stories and designs across mediums
- Create social content monthly for Instagram, Facebook, email, and website updates for both F4D Studio and clients

FOUNDER | HOST

FIND YOUR OM PODCAST | Feb 2019 - Mar 2020

- Coordinated with guests, businesses, and outdoor community around the execution of the interviews, the pre and post interview marketing, and execution logistics
- Designed and edited creative content with Photoshop and Illustrator for use on Facebook, Instagram, and the Find Your OM site
- Ran paid social campaigns through Instagram and Facebook in order to promote interviews and grow audience

SR. ASSOCIATE ACCOUNT MANAGER

EPSILON DATA PRACTICE | Sept 2017 - Dec 2019

- Managed 25 client accounts while supporting fellow team members in the management of their book of clients
- Worked as the liaison between various teams including data acquisition, data strategy, business development, and agency in order to achieve client objectives and connect brands with their consumers
- Evaluate campaign performance based on success metrics, track data validity over time, and pivot large sets of data to find key insights