

Chad Read

10036 Facet Ct.
Orlando Florida 32836
(954) 465-5711
cread311@gmail.com
ChadRead.com

Vice President of Brand & Creative at Golf Channel with over 17 years of experience working in the video game, entertainment and broadcast media industries. Leading and motivating teams, fostering creativity, providing innovative & cutting-edge solutions in brand development, creative strategy and execution.

Full bio video avail @ ChadRead.com

CORE COMPETENCIES

- Team Leader
- Creative Thinking
- Problem Solving
- Strategic Planning
- Project Managing
- Collaborator
- Detailed and Organized
- Commitment to Client Excellence
- Training and Mentoring
- Advanced Technical Expertise

PROFESSIONAL EXPERIENCE

Golf Channel, Orlando, Florida 2010-present

Vice President Brand & Creative / Creative Director

- Responsible for the overall development and delivery of all Creative Solutions projects for events, marketing, promotion, production and on-air broadcast
- Drive the creative vision for the GOLF brand and it's myriad of brands and franchises across all platforms insuring a consistent tone & voice
- Lead and motivate the creative team of 30+ personnel regarding all creative projects and evaluate staff performance to make sure all brands are represented at the highest level
- Identify new and best practices, nurturing new ideas and producing industry-leading creative
- Architect multi-faceted campaign concepts that work across the entire marketing funnel while working in partnership with brand marketing teams to ensure that campaigns stay on track and on-budget
- Create and present concepts to internal & external stakeholders. Collaborate with team leaders and stakeholders to communicate project status from start to completion, assess project success and recommend enhancements to strategy and creative
- Work in conjunction with the Executive, Marketing and Sales departments to develop presentation/pitch materials and identify new opportunities for growth, integration and monetization
- Manage relationships with best-in-class vendors, agencies and partners to execute and deliver creative vision effectively, efficiently and on budget
- Plan and effectively manage the overall department budgets as well as individual project budgets

Sun Sports / FOX Sports Florida, Sunrise, Florida 2008-2010

Freelance Creative Art Director / Motion Designer

- Promo, marketing and sales creative for on-air and in venue content

AWE Games, Sunrise, Florida 2002-2008

Art Director

- Working with publishers, brand holders and internal teams to execute on creative vision from inception to completion
 - Disney/Pixar Cars: Radiator Springs Adventures, Shrek 2 Activity Center, Scooby Doo 2: Monsters Unleashed, SpongeBob SquarePants: The Movie, Are You Smarter than a 5th Grader?, Agatha Christie: Murder on the Orient Express, *More available on request*

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PROFESSIONAL EXPERIENCE CONTINUED

Gunnar Games, Miami, Florida 2003-2010

Freelance Art Director

- Working with internal teams to execute on creative vision, inception to completion
 - Hidden Mysteries: Buckingham Palace, Hidden Mysteries: Civil War,
More available on request

EDUCATION

The Art Institute of Ft. Lauderdale, Ft. Lauderdale, Florida

Bachelor of Science in Media Arts & Animation, August 2002

ADDITIONAL TECHNICAL SKILLS

Adobe Creative Suite

Autodesk Maya

Maxon C4d

Microsoft Office 365

Canon Photography