

Chad Read

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

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

CORE COMPETENCIES

- Team Leader
- Creative Thinker
- Problem Solver
- Strategic Planner
- Project Manager
- Collaborator
- Detailed and Organized
- Commitment to Client Excellence
- Mentor
- Advanced Technical Expertise

PROFESSIONAL EXPERIENCE

Golf Channel, Orlando, Florida 2010-2021

Vice President Brand & Creative / Creative Director

- Overall development and delivery for all Creative Solutions projects for events, marketing, promotion, digital, print, production and on-air broadcast
- Drove the creative vision for the GOLF brand and it's myriad of brands and franchises across all platforms insuring a consistent tone & voice
- Led and motivated the creative team of 30+ personnel regarding all creative projects and evaluated staff performance, strengths and needs so brands were represented at the highest level
- Identified new and best practices, nurturing new ideas and producing industry-leading creative driving viewership & interaction with the brand
- Architect of multi-faceted campaign concepts that worked across the entire marketing funnel, working in partnership with brand marketing teams to ensure that campaigns were delivered on-message, on-time and on-budget
- Collaborated with team leaders and stakeholders to communicate project status from start to completion, assess project success and recommend enhancements to strategy and creative
- In conjunction with the Executive, Marketing and Sales departments, developed presentation/pitch materials and identified new opportunities for growth, integration and monetization
- Built relationships with best-in-class vendors, agencies and partners to execute and deliver creative vision effectively, efficiently and within budget
- Effectively planned and managed the overall capital, department and LRP budgets as well as individual projects
- Previous roles include Associate Creative Director, Art Director, Sr. Motion Designer

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

WEareCHAD Inc. , Orlando, Florida 2021-Present

Owner / Creative Director

- Creative Director, Red Rocket Studios, Orlando FL
- Branding, design and creative strategy, Community Hub Augusta, Augusta GA

EDUCATION

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

Bachelor of Science in Media Arts & Animation

TECHNICAL SKILLS

Adobe Creative Suite

Microsoft Office 365

Autodesk Maya

Maxon C4d

Canon Photography