

Greg Bradley



Integrated Production Leader | Video, Experiential, Digital & Social

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\$3.3M+ EXPERIENTIAL BUDGETS SINCE 2025	\$3.4B+ DIRECTV DIGITAL SALES CHANNEL	10 days TURNAROUND, DOWN FROM 4 WEEKS	Silver FCS PORTFOLIO AWARD, 2026
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SUMMARY

Integrated production leader with 12+ years turning big ideas into video, experiential, digital and social storytelling for Fortune 500 brands including Prudential, DIRECTV, ABC and Condé Nast. A hands-on leader who builds the workflows, teams and vendor partnerships that let creative move fast at enterprise scale, in regulated industries, without sacrificing craft.

EXPERIENCE

Prudential Financial

Senior Integrated Producer

Jan 2026 – Present

Project Manager, Creative & Brand Production (Contract)

Mar 2025 – Jan 2026

- Led production of Prudential's award-winning 150th anniversary "Rock the Block" for 3,000+ guests, featuring Charlie Puth and Aloe Blacc; directed a 32-person team and 7 vendors alongside union crews and shared oversight of a **\$2.47M** budget, with zero incidents.
- Delivered PGIM's \$689K immersive exhibit in Grand Central: 163,200 impressions and 2:20 average dwell time, 7.3x benchmark.
- Produced AI-assisted video with C-suite leaders and two post-production teams, delivering two videos in four weeks that helped secure Board funding; one is now rolling out to all employees.
- Produced the \$231K Prudential x NJ Devils Military Appreciation Night for 16,514 fans, generating 10.8M+ in PR reach and \$20K raised for veterans.
- Manage 10–12 concurrent campaigns across video, web, social, print and live events, forecasting budgets and mentoring freelance producers.

Independent Projects

Feb 2024 – Mar 2025

- Redesigned and launched a visual artist's portfolio site with AI-created elements, driving 25% more organic traffic.

DIRECTV

Senior Lead Digital Producer

2019 – Jan 2024

Senior Digital Producer

Jan 2017 – 2019

- Led a 14-person creative, content and UX team and mentored a direct-report producer, running campaigns for DIRECTV's **\$3.4B+** digital sales channel, which grew 32% in 2023.

EXPERIENCE, CONTINUED

DIRECTV (continued)

- Produced quarterly offer launches across 50+ pages, keeping pricing and legal copy accurate through DIRECTV’s moves in and out of AT&T ownership.
- Rebuilt the production pipeline with templates, reusable modules and a new review process, cutting turnaround from 4 weeks to 10 days.
- Led an enterprise-wide move to Workfront, training 20+ team members to full adoption, and directed A/B testing that lifted engagement 25%.
- Managed rights for the site’s programming and sports IP assets, tracking license windows so imagery stayed current and compliant.

FCB Health

Senior Integrated Producer

Aug 2012 – Jan 2017

- Client-facing lead producer on integrated brand launches for Bristol Myers Squibb’s Opdivo and Yervoy and Boehringer Ingelheim’s Striverdi Respimat.
- Led cross-functional teams through legal and regulatory review in a highly regulated category, with full FDA compliance.

Earlier

Producer roles at Disney/ABC (*The View*, *Oscars.com*), Condé Nast (branded content for *Epicurious*, *W Magazine* and *Teen Vogue*) and Viacom (VH1.com); project leadership at Grey Group and MRM Worldwide.

AWARDS

FCS Portfolio Award, Silver · Employee Event, Prudential “Rock the Block,” 2026
AT&T Connection Award, leadership-nominated (4×), 2021–2023

EDUCATION

B.A., Communication, University of Tampa
Graduate coursework, Media Studies, The New School
Google Prompting Essentials (Generative AI), 2024
Adobe Workfront certification, in progress

SKILLS

Integrated production · Experiential & live events · Branded content · Video & post-production · Budgets & forecasting · Vendor negotiation · Union crews · Rights & clearances · Team leadership & mentorship

TOOLS

Workfront · JIRA · Asana · Adobe Creative Suite · AEM · Claude · ChatGPT · Microsoft Copilot · Gemini / Nano Banana · Midjourney