

Greg Bradley



Integrated Production Leader | Video, Experiential, Digital & Social

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\$3.3M+

EXPERIENTIAL BUDGETS
SINCE 2025

3 AI

GUEST EXPERIENCES,
ROCK THE BLOCK

10 days

TURNAROUND, DOWN FROM
4 WEEKS

Silver

FCS PORTFOLIO AWARD, 2026

SUMMARY

Integrated production leader with 12+ years turning big ideas into video, experiential, digital and social work for Fortune 500 and consumer brands including Prudential, DIRECTV, ABC and Condé Nast. A player-coach who produces flagship work while building the workflows, teams and vendor partnerships that let creative move fast at scale without sacrificing craft. Leads cross-functional teams of up to 12 across creative, design, motion, post-production, print, fabrication and development.

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 12 creatives, 20 brand ambassadors and 7 vendors alongside union crews, negotiated vendor contracts and shared oversight of a **\$2.47M** budget, delivering on time with zero incidents.
- Produced three interactive guest experiences for Rock the Block built on AI and photo technology: a photo moment that placed guests in the founder's office 150 years ago, where an AI avatar of the founder popped into frame; "Flash Forward," which turned a few questions and a photo into an aged-up retirement portrait; and "Where Is John Dryden?," a virtual scavenger hunt across 10 spots.
- Delivered PGIM's \$689K "The Art of Investing," a three-day immersive exhibit in Grand Central that generated 163,200 impressions and 2:20 average dwell time, 7.3× benchmark.
- Directed AI-assisted video production for Prudential's enterprise data strategy, including an AI avatar and AI-generated voiceover, partnering with C-suite leaders and leading edit, motion graphics, sound and color reviews to deliver two videos in four weeks that helped secure board funding; one is being adapted for all employees.
- Produced the \$231K Prudential × New Jersey Devils Military Appreciation Night for 16,514 fans, including in-arena scoreboard graphics and an interactive fan experience, within an integrated broadcast, radio, social and email program that generated 10.8M+ in PR reach and raised \$20K for veterans.
- Manage 10–12 concurrent campaigns across video, web, social, print and live events, from 24–48-hour turnarounds to multi-month programs, forecasting budgets, reconciling final costs and mentoring freelance producers and teams, including a 10-video Grantee Spotlight Series shot in one day with three crews.
- Relaunched a stalled enterprise co-branding guide, giving teams company-wide direct access to brand guidelines and assets.

Independent Projects

Feb 2024 – Mar 2025

- Redesigned and launched a visual artist's portfolio website, using generative AI for creative elements; SEO and UX improvements drove a 25% increase in organic traffic and 30% longer average sessions.

EXPERIENCE, CONTINUED

DIRECTV

Senior Lead Digital Producer2019 – Jan 2024

Senior Digital ProducerJan 2017 – 2019

- Led production for a 14-person in-house creative and content team and mentored a direct-report junior producer, delivering promotional campaigns for DIRECTV’s **\$3.4B+** digital sales channel, which grew 32% in 2023.
- Produced quarterly offer launches across 50+ pages on DIRECTV.com and ATT.com, plus site redesigns and sports campaigns, keeping pricing, legal copy and ADA accessibility reviews on track through DIRECTV’s moves in and out of AT&T ownership.
- Rebuilt the production pipeline with templates, reusable modules, a new review process and Workfront routing workflows, cutting turnaround from 4 weeks to 10 days across 10–35 site updates per quarter.
- Partnered with leadership on the JIRA-to-Workfront migration, evaluating tools and training 20+ team members to full adoption.
- Ran sprints with developers and designers, tracking requirements through QA, resourcing and launch.
- Directed A/B testing and UX enhancements that lifted user 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 ProducerAug 2012 – Jan 2017

- Served as client-facing lead producer on integrated brand launches for Bristol Myers Squibb’s Opdivo and Yervoy and Boehringer Ingelheim’s Striverdi Respimat, plus ongoing campaigns for Spiriva and Ofev.
- Produced 30+ interactive sales aids for Bristol Myers Squibb and Boehringer Ingelheim field teams, managing design and development through approval and handoff to the client’s rollout team.
- Guided creative through legal and regulatory review in a highly regulated category, securing approvals with full FDA compliance.
- Led cross-functional teams of designers, developers and copywriters across concurrent launches, managing scope and timeline risk.

Earlier

Producer roles at Disney/ABC (*The View*, *Oscars.com*), Condé Nast (client-facing 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,” Financial Communications Society, 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 certification (Generative AI), 2024 Adobe Workfront certification, in progress
SKILLS	Integrated production · Experiential & live events · Branded content · Video & post-production · Budgets & forecasting · Vendor negotiation & contracting · Union crews · Workflow design · Rights & clearances · Legal, regulatory & ADA accessibility review · Team leadership & mentorship
TOOLS	Workfront · JIRA · Asana · Adobe Creative Suite · Adobe AEM / DAM · HTML/CSS · Generative AI (Claude, ChatGPT, Microsoft Copilot, Gemini / Nano Banana, Midjourney, Photoshop generative tools, AI avatar and voiceover tools)