



Philadelphia, PA
info@braydenvarr.com
braydenvarr.com
617-800-4977
in /braydenvarr

BIOGRAPHY

I am a strategic creative leader and educator. Between my experiences with traditional agencies, digital agencies, and performance media agencies I bring a holistic set of digital and traditional marketing, creative, and strategy skills. Being a Distinguished Faculty Member at General Assembly as well as serving on the Alumni Board of Directors at Suffolk University I have robust experience in higher education, from curriculum development, to instruction, to development and alumni engagement.

RELEVANT EXPERIENCE

● IPROSPECT

Assoc Creative Director | July 2018 – Present

Built and lead Performance Creative practice. I grew the team from one to nine people in just over a year.

Served a wide range of clients like Vonage, P&G, Culligan, Air New Zealand, Ann Taylor, Intuit, LVMH, NRG, Wolverine and Microsoft. Consultative, to strategic, and production projects. Ranging from performance social, video, digital/CRO, outdoor, comms planning, and content strategy and production.

Designed and built live reporting dashboards.

Achieved the rank of Preferred Creative Partner with Facebook. As well as additional strategic partnerships with Facebook.

Presented at iProspect's 2019 Client Summit.

Lead and won New Business and retention initiatives.

● ISOBAR

Art Director | FEB 2015 – July 2018

Worked on Royal Caribbean, Wyndham, SWHP, Reebok, and SilverSneakers.

Launched new brands for Royal and Wyndham.

Built integrated digital campaigns, large platforms, content strategies and execution, and planned a few crazy parties.

Managed and directed creative teams.

Concepted and built first-of-it's-kind VR experience simulating disabilities. The product was covered in Huffington Post and showcased around the US.

Member of DAN's (Parent company) leadership program, Route 500.

● GENERAL ASSEMBLY

Lead Instructor | Distinguished Faculty | Jan 2018 – Present

Member of select Distinguished Faculty team for expertise, experience, and quality of education.

Online and on campus instructor of the 8 week Visual design class. Maintaining a constant NPS above 70.

Workshop and boot-camps for Photoshop and Illustrator.

Monthly webinars to recruit new students for Visual Design.

● SUFFOLK UNIVERSITY ALUMNI BOARD

Board Member | JUNE 2016 – AUG 2019

Co-Chair and founder of Communications committee.

Alumni mentor for current students.

Partnered with Dean and assembled a panel of multidisciplinary professionals to audit the current design program and integrating design thinking across the College of Arts and Sciences

Co-created, planned, produced, and promoted the most successful alumni sponsored event for three straight years.

● WALLWORK CURRY MCKENNA

Art Director | Jan 2013 – FEB 2015

Worked on Boston Private Bank, DCU, Harvard Pilgrim, Harvard Kennedy School, MIT, Minuteman Health, Muck Boots, Tufts Medical Center, and Wentworth.

Art Directed thoughtfully crafted integrated campaigns, TV spots, branding, direct mail, digital, and web projects.

Managed vendors, studio artists, developers, and a wide variety of clients and projects.

ET CETERA

Studied Painting in Prague

Large group Facilitation Skills Training Apple, 2011.

Classically trained Saxophonist.

Eagle Scout.

EDUCATION

NEW ENGLAND SCHOOL OF ART AND DESIGN AT SUFFOLK UNIVERSITY

BFA in Graphic Design

Cum Laude | Fall 2012