

BRADY GILFILLAN

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EDUCATION

University of Nebraska-Lincoln

- Bachelor of Journalism in Advertising and Public Relations
- Minor in Business

SKILLS

- Creative Writing
- Brand Storytelling
- Campaign Development
- Adobe Creative Cloud

Photoshop, Illustrator, Premiere Pro, Audition, After Effects

EXPERIENCE

National Student Advertising Competition

Creative Director | Fall 2025–Spring 2026

- Managed the creative team for an NFL campaign, guiding the concept, voice, messaging and overall direction.
- Wrote headlines, scripts, copy and shot lists across social, video, experiential, digital and out-of-home executions.
- Developed a cohesive, research-driven campaign, from research insights to final deliverables, working closely with account planning and media teams.

National Student Advertising Competition

Copywriter | Fall 2024–Spring 2025

- Wrote headlines, copy and brand messaging for an AT&T campaign across social, digital, experiential and out-of-home.
- Contributed creative concepts and campaign ideas as part of the copywriting team, helping build a cohesive, research-driven advertising campaign.

Foundation for Lincoln City Libraries

Creative Marketing Intern | Summer 2025

- Wrote copy for digital and physical promotional materials.
- Created graphics and visual content for social, web and print.
- Helped redesign website pages by improving layout, messaging and overall user experience.