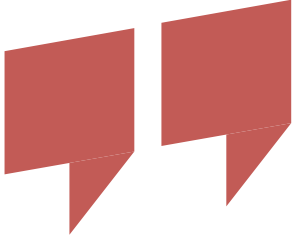


Memorable creative, like APPLE 's infamous 1984 Super Bowl commercial for the "Mac" impacted the world in an indelible manner, selling 72,000 computers in 100 days.

Similarly, Volkswagen used Nick Drake's song "Pink Moon" to sell Cabrio's in their Iconic "Drivers Wanted: Milky Way" commercial, resulting in sky rocketed sales for both Nick and VW. They have one thing in common. They impact our lives. They tug at our heart strings in an immersive nature resulting in raw emotion.



Consumer Goods & Notable Brands:

Merck, Del Monte, Starkist, SharkTank, Herr's, Winston, NBC Sports, Nike, Adidas, WaWa, Wakix, Janssen, Dupont, Comcast xfinity, The Blue Rocks, Dover Downs, Einstein Healthcare Network, SevOne, Westinghouse Lighting, ING Annuities, WhyFly, Full Tilt Brewing, Stitch House Brewing, Gable Music Ventures



BRAD TURNER

Experienced & Tenured Visual Creative

Wilmington, DE | 302.593.1546 | bradt302@gmail.com | threeeyesart.com

Who is Brad Turner? It is my hope that this information might ignite your curiosity, resulting in a great authentic conversation in the coming days ahead!

Once upon a great time ago in the early 80's, a young Brad was caught by his mother drawing on the kitchen wall, in crayon no less. As you can imagine, his parents were not overwhelmed with empathy at the time. However, they recognized that he had the creative bug. They later memorialized the doodle under plexiglass, where it remained as a true event horizon. This event, I believe, is what set off my creative trajectory and what has motivated these words for you today.

Presently, it is my hope to take the next logical step in my professional career and take my passion for creative to a seated Creative Director role. It takes an immense focus and leadership acumen at this level. Being a strong leader means you are not afraid to roll up your sleeves. Through long-term growth, I would like to contribute to a brand or organization's future expansion by driving in the opportunity space. My hope is to have a position that values creativity and fosters innovation for the foreseeable future.

My utility is the ability to see around corners, answering challenging questions, thriving while thinking on my feet and being solution orientated. I have always enjoyed working with diverse teams and full spectrum creative in a variety of sectors. Building out cohesive campaign creative from scratch is my wheelhouse. Having a deep profound interest in the world from culture, music, fashion, film, art and even entertainment & sports, I find to be a motivating forces. Through out my life I have always wanted to know: **"How did they do that..."** I love all things that are creative. Every experience has been a unique learning opportunity which has shaped who I am as a creative.

What being a creative means to me:

Like listening to music, there are just not enough hours to be creative in any given day. True creatives view and interact with the world differently. **We think different, to be different, to create different!** Our eyes are libraries of observation. We put things in boxes to only take them out. We ask impossible questions and we try to solve the unsolvable. We tell stories where they do not exist. We fail to only try harder. We establish credibility with dedication. We always take the initiative. We travel in humble and we reflect in adulation. We think out loud and laugh at ourselves. We are responsible. We are artists who tinker and we are innovators. We love using our hands. Our language is visual askewity. We are born with drive and ambition, as they are not taught. **We know great creative keeps us up at night and great creative gets us out of bed in the morning** (because we are excited). We think of others before ourselves – yes even the client. We live to create, we breathe (to) **CREATE MORE.**

If We Were In An Elevator: The Predicate of Creative. Notable Thoughts, Take Aways, Case Studies, Vital Stats & What Really Happened....



From an early age, my creative foundation started with trying to figure out basic design principals. Creative leads must understanding how everything works together to influence each other - a delicate harmony of color and composition moving together with emotion and meaning to create response, the psychology of consuming the world around us.

Everything has a historical reference and it is paramount to be aware of them as a solid, reliable lead. Being a steward and purveyor of creative means, we help provide dynamic examples through experience to others. Everyday can be taken as a new opportunity to absorb through observation.

We have to be different, to think different, to create different. Like many of my generation, we consume music and pop culture. At times, I have found myself speaking about my sneaker collection with friends. Or maybe even a new painting that I just started. We barter and travel in the currency of creative. We teach and learn as a two-way street. Borrowing from my professional and personal creative practice, driving emotional responses is what makes memorable creative relative in the marketplace, in my eyes. Through telling cohesive brand stories, visceral reactions are an inevitability. We consume the world around us through emotion. **By capturing a consumer's innate individuality, specific and targeted returns is what drives creative solutions.** Being a creative means we have to be aware of it all, from fashion and the untimely death of Virgil or who House Industries is working with. Pentagram is the source and Supreme makes it look easy. Through observation, I have found well-rounded creatives must pay attention to it all - from the daily dose of culture from Highsnobity to Hypebeast. We consume HOW's trends and view movies to understand current visual story telling. From Powell skateboard graphics of the 80's and 90's, to the amazing package design solutions of the last 5 years. To Art Deco architecture to even finding myself walking down the toy isle, as a creative I seek out everything. **Typography will always be my north star.** A great conversation starter might even be who KAWS is and his cultural significance. Being on the original OBEY street team in the 90's to being in a touring band with 3 records released, including a solo record taught me: Creative is a full circle team sport with millions of factors and interpretations. Creative is complicated and that's why we are here. — **To Create.**

This is my vocation.
This is my life.
This is who I am.
Hope to talk soon!

FEBRUARY, 2022

As you can imagine, I am very eager to share my story with you.

Brad Turner

Wilmington, DE
bradt302@gmail.com
threeeyesart.com

Work History at a Glance: **Merck** *Pharma, Pharma Pharma (Oh' and more Pharma!)*

Merck, North Wales, PA

Digital Art Director | Full-Time | 3.2021 - 11.2021

While working on Merck's flagship brand Gardasil 9, my creative duties included cross functional digital tactics, websites, interactive promotional tools, moving graphics, banners, Emails, Brand studies, messaging and market strategy, multi channel Commercial campaign creative, AOR collaboration and Brand look and feel. The agile team worked in lock step with external and internal partners and vendors for expedited strategic deployment and coordination. Each tactic followed a process driven path through Government regulatory standards and legal mechanisms.

What Really Happened...

Merck, specially the **Gardasil 9** team, contracted myself to help make a specific vision happen. The G9 team consisted of 9 members with specific functions. **As the Digital Art Director, I worked in tandem with another creative on the team**, which we were responsible for multiple-cross functional parts for each project. Since 2006, I have had a variety of experiences in a lead capacity and this position was no exception.

Our team was tasked to conceive a viable plan for the decommissioning of the "Run Campaign" creative and what would later turn into the "Data Driven" campaign to take it's place. By taking a deep dive with focus groups, A/B testing, market research and raw data, a front runner emerged. **Creating a new national campaign from scratch with print, digital and TV commercial components, all had to have a high level of consistency and took an extensive attention to detail from every team member.**

As we know, the medical industry is very regimented and we worked in lock-step with our FDA partners and internal stakeholders for approvals and deployment. Working with G9's external AOR, my counterpart and I worked on set design, casting, wardrobe, scripts, video production direction and look & feel. We built out patient and physician centric creative that ran in tandem at the same time. **"Human" and "Data Driven" will launch in the first half of 2022.**

Along with the new commercial creative, I was responsible for digital and animated social media banners, Emails, websites, messaging, look & feel and market strategy for both the old and new campaigns. Also during this time, I worked on interactive digital promotional/informational pieces for brand representatives and physicians.

It is my hoping that we can we can have a conversation in the coming days, to further illuminate my Pharma industry experiences.

merck.com

(Currently, I am under a 2 year NDA with Merck regarding samples; Effective 11/12/21 - 11/12/23. I am more than happy to speak to my time with Merck, unfortunately I currently do not possess any digital samples. Upon launch of "Human" and "Data Driven" I will link to the creative on my website.)

Health Care & Pharma Industry:

Merck, Mount Nittany Medical Center, Synchrony
Healthcare: (**Wakix**), Tipping Point Media: (**Janssen**),
Einstein Healthcare Network, Health Advocate,
Christiana Care, West Pharmaceuticals

*"When we sleep, we dream.
While we are awake, we
build the world around us.
There is a Circadian Rhythm
for creation. With luck, we
try to over come the Rubicon
on a daily basis."*

Brad Turner

Wilmington, DE
bradt302@gmail.com
threeeyesart.com

Work History at a Glance: **Pavone** *One day at a time, One client at a time, ALL of the CREATIVITY*

Pavone Marketing Group, Philadelphia, PA (Clients Include: Del Monte, Starkist, SunMaid)

Digital Art Director | Full-Time | 7.2019 - 7.2020

As the sole Digital Art Director my responsibilities include providing insight, strategies, and complete concepts into top tier creative design and UX/UI solutions for global companies; while pushing the bar of innovation for clients that include Del Monte, Sun Maid, Starkist, Herr's, Broad Street Angels, Mount Nittany Medical Center. As part of the Digital team I helped provide dynamic leadership through experience. We conceived, executed and deployed various multi-channel digital pieces to our clients on a daily basis.

What Really Happened...

During the summer of 2019, I was recruited by Clutch located in Philadelphia, to be Pavone's (P.MG) sole Digital Team Lead. P.MG is the umbra brand for 9 smaller sub-brands that focus in the multi-tiered marketing and creative spaces.

From day one, my function was to execute (really stand in the fire) and facilitate superior direction to some of the worlds top brands (from scratch). This included but was not limited too: New websites, UX/UI solutions, mobile apps and web based games, brand standards and messaging. P.MG really encouraged the creative staff to **explore what something can be rather than what something cannot be.** P.MG was the AOR for a number of the nations top consumer goods and products that you can actively find on the shelves for your local grocery stores. Pavone was also in the adult beverage space and the AOR for Winston.

During my time with P.MG, I was primarily focused on the re-branding of the new Del Monte website. I was singularly tasked to deliver a top-in-class, innovative website for the executives and senior leadership of Del Monte. I coordinated and communicated almost daily with Del Monte's team in Miami with ideas, revisions and insight to better understand their vision. While working along with our internal development team, **we completed and delivered Del Monte's website in a timely manner ahead of schedule,** with some minor hick-ups here and there!

In addition to working on Del Monte's website, I facilitated for **Starkist's and Sun Maid's web presence and branding. Herr's Social Media content,** Mount Nittany Medical Center's digital presence and gratitude board, Broad Street Angels, and York County PA's new website, among others.

pavonemg.com
pavone.net
quenchagency.com
leapresearch.com
wildfigdata.com
varsitybranding.com
marketstreet.design
vigorbranding.com
eastwestmg.com

“Brand awareness, messaging, strategy – look and feel can be an art. Although, when you have great communication and amazing direction, things tend to fall into place.”

Brad Turner

Wilmington, DE
bradt302@gmail.com
threeeyesart.com

Work History at a Glance: **SevOne** *Multi tasking, juggling and all out encapsulating creative (Daily)*

SevOne, Newark, DE

Sr. Graphic Design and Creative Specialist (**Creative and Art Director**)
Full-Time | 3.2014 - 2.2016

As the sole Creative for SevOne I was directly involved in facilitating all-encompassing visual and graphic design solutions with all facets of the business and day-to-day operations of all departments, which included deliverables for all offices: creative direction & execution branding both internal & external facing projects | brand Standards & Interpretation | brand marketing departmental graphic solutions & promotional collateral | marketing department coordination & collateral | signage & event posters recruitment collateral | internal & external Print/ digital collateral | white papers | SevOne magazine: creative direction, execution & coordination | web based graphics, blog posts & web banners | in house & event photographer | event management & documentation vendor coordination video iroduction & moving images | power point presentations & execution pre-press output for vendor applications and print

What Really Happened...

My time as the sole creative for the CRM software company SevOne, was seminal and defining. During my tenure, I had the freedom to explore different design trends – because I earned the trust of the executives as a team player and a source for creative credibility. A typical week consisted of creating marketing and sales collateral, website updates, digital ads, Emails, and promotional & recruitment collateral for on-site events and trade shows. I also was responsible for the creative direction and inception of the company quarterly magazine “Awesome Sauce”. ***In other words, I was also responsible for the visual voice of the brand.*** Working with the marketing department, the team and I established brand standards and bench marked all of the company’s branded collateral. Given I was the only creative of an organization with 800+ global employees at the time, I was also part of the team that designed the interior spaces of the headquarters in Newark, Delaware.

SevOne at the time, had multiple office all over the world including Newark DE, Philadelphia, Boston, San Fransisco, Los Angeles London, and Bulgaria. ***I traveled to coordinate with the boots on the ground in various regions with messaging, branding, look and feel and level setting brand consistency to one voice.*** At times, I found myself being the brand’s main documentarian. My duties and responsibilities were ever changing and SevOne required seamless all encompassing creative execution that kept me on my toes and chops (daily.)

Side Note: At times and throughout this time, I would coordinate with external creative agency vendors, giving those partners creative direction for photo and video shoots, company articles and wrote scripts for senior leadership talking points.

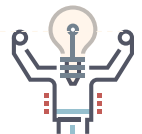
sevone.com

“Lead Creatives must conceive, execute and deploy various multi-channel tactics to our clients on a daily basis.”

Career Highlights, Vital Stats, Top Line Creative, Bullets Points, Proud Projects & 3EYES

EST. C.2007 – The origins of 3EYES can be traced back to my dorm room while attending the University of West Chester. 3EYES was a chosen moniker due to my passions for advertising characters and an adoration for modern for street art. Kid3EYES was conceived complete with back story and distinctive imagery, similarly in context to the Michelin Man or Bob’s Big Boy selling hamburgers. 3EYES (Art) is my creative umbrella that embodies who I am.

- 2022** **Merck: “Data Driven” National TV Commercial Campaign**
- 2022** **4** Kid3EYES Sculptures: 3FT & 9FT
- 2022** Kid3EYES: Rugs
- 2022** Kid3EYES: Cut & Sew Jacket
- 2019** **Wakix: Package Design**
- 2018** **Janssen: Medical Monitoring Device UX/UI Solution & Interactive Collateral**
- 2018** **2 Corporate Murals** Stitch House Brewing: Wilmington, DE & Full Tilt Brewery: Baltimore MD
- 2017** **WaWa:** POS and App Creative
- 2015** **Wrote & Published:** *An Open Letter To Life: Signed To Who it May Concern*
- 2015** Kid3EYES: Toy with Packaging
- 2010** **SharkTank: TC Pets** (P.O.S. Packaging)
- 2010 – 2012** **Curatorial Director:** Chris White Gallery and Shipley Artist Lofts, Wilmington, DE
- (2008) (2022)** **3 Sneakers Designed: Nike & 3EYES**
- 2008 - Present** **7 Solo: Fine Art Exhibitions**
- 2008 - Present** Founding member of the **Art Non-profit: New Wilmington Art Association (NWAA)**
- 2007 – 2010** **Adjunct Instructor:** The Delaware College of Art and Design, Wilmington, DE
- 2007 - Presents** **32 Freelance Clients**
- 2006 - Present** **50 Fine Art Exhibitions**
- 2006** Studied abroad in **Italy**
- 1999 - 2005** **5 Internships**
- 1999 - 2006** **3 Degrees: 2 Associates, 1 Bachelors**



Consumer Goods & Notable Brands:

Merck, **Del Monte**, Starkist, **SharkTank**,
 Herr’s, Winston, **NBC Sports**, Nike,
 Adidas, **WaWa**, Wakix, Janssen, **Dupont**,
Comcast xfinity, The Blue Rocks, Dover
 Downs, Einstein Healthcare Network,
 SevOne, Westinghouse Lighting, **ING**
Annuities, WhyFly, Full Tilt & Stitch
 House Brewing, Gable Music Ventures

Health Care & Pharma Industry:

2022 **Merck**
2019 - 2020 Mount Nittany Medical Center
2019 Synchrony Healthcare: (**Wakix**)
2018 Tipping Point Media: (**Janssen**)
2017 **Einstein Healthcare** Network
2016 **Christiana Care**
2012 - 2013 Health Advocate
2012 - 2013 **West Pharmaceuticals**

Solo Exhibitions:

2018 “Thirteen for 13”
2015 “To Whom It May Concern...”
2012 “Signed, Sealed, Delivered”
2010 “3rd Round Knock Out”
2009 “One Man, One Night”
2009 “Stenciled”
2008 “Art on The Town #2”