

# Clay Bradshaw

*My professional goal is to establish and/or work with a collaborative team that is passionate about the development of entertainment media and the community surrounding it.*

## Education

University of Oklahoma | Norman, OK  
Gaylord College of Journalism & Mass Communication  
Expected Graduation: May 2019

Bachelor of Arts in Journalism | *Public Relations*  
Minor in *International Area Studies*

## Previous Involvement

### Executive Vice Chair | Gaylord Ambassadors

The Ambassador Program at Gaylord College gives selected students the opportunity to interact with prospective students, alumni and faculty.

As Vice Chair, I coordinate student-led recruitment events; organize events for the student body and work with the Board of Visitors to improve various facets of the Gaylord experience.

### VC of Counselors | High School Leadership Conference

As the Vice Chair of Counselors, I was responsible for the training and individual development of the students who served as the face of the University of Oklahoma during the weekend of the conference.

### Counselor, Liaison & Publicity | HSLC

## Interests

Community engagement, product marketing, brand management and large event planning.

Video games, podcasts, video editing, graphic design and entertainment production.

## Other Experiences

### Global Campaign Management Intern | EA

Helped to execute the creative strategy behind the marketing campaign for BioWare's new title, Anthem. Created brand reports after marketing activations, contributed to strategic plans, facilitated communication efforts between cross-functional teams, and contributed insight to future campaigns.

### Student Worker | Special Projects - Admin & Finance

With the support of a small team, I helped create and market more than 13 different events and initiatives, including two large concerts. Additionally I helped refine the branding and marketing strategy for two summer programs: Start Sooner and Sooner Discovery.

### Publicity Committee | High School Leadership Conf.

My role on the team was to help clearly define what the HSLC brand is and create brand guidelines for consistency in the future.

## Skills

Have experience working with:  
Adobe InDesign, Illustrator & Photoshop.

Learning more about:  
Adobe Muse, Audition & Premiere; and Google AdWords.

Soft skills:  
Conducting client research, proposing communication plans, creating branding guidelines, conducting social media audits & analytics, designing promotional materials, budgeting and coordinating large events.

CWB