

Jaydon L. Bradley

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Professional Summary

Integrated marketing leader with 7+ years of agency experience at the intersection of social strategy and creative production across B2B and B2C brands. Proven track record developing platform strategy, guiding content from concept to delivery, and building the systems that keep brands showing up consistently and effectively across social channels. Adept at understanding audiences, identifying what content performs, and translating brand objectives into social-first executions that drive results.

Experience

FleishmanHillard, Dallas, Texas

Account Supervisor, Media + Platforms | August 2024 to Present

- Own creative development and production for large-scale brand activations at international industry events, guiding concepting, managing designer and vendor relationships, and driving work from brief to final delivery across booth environments, hospitality spaces, and experiential touchpoints.
- Serve as day-to-day client lead on a \$300K+ pharmaceutical brand activation, providing strategic guidance to agency partners and ensuring brand consistency across all assets and touchpoints.
- Manage high-volume creative production for a global brand, overseeing video and static asset development across retail, paid, and out-of-home executions and delivering multilingual suites at scale on tight timelines with minimal revision cycles.
- Serve as social strategy lead across multiple brand accounts, overseeing platform content direction, guiding copy development, optimizing content workflows, and ensuring social-first executions align with broader objectives.
- Mentor and develop junior team members, providing strategic guidance on client engagement, creative quality, and professional growth.

Senior Account Executive, Media + Platforms | October 2021 to August 2024

- Managed day-to-day social publishing and platform execution across multiple brand accounts, including live Q&A activations on Instagram and Snapchat and ongoing TikTok content management for a global pharmaceutical brand.
- Developed and executed social content copy for a government public health campaign, translating campaign messaging into platform-specific assets and managing the full content cycle from concepting through delivery.
- Vetted, onboarded, and managed UGC creators for brand social campaigns, maintaining day-to-day client and creator relationships to ensure content quality and brand consistency.
- Analyzed competitor social channels and platform trends for a global pharmaceutical brand, delivering actionable content recommendations to inform ongoing strategy and brand positioning.
- Informed creative strategy through performance analysis, using content reporting and audience insights to identify high performing assets, retire underperforming executions, and guide future creative development.

Account Executive, Media + Platforms | March 2020 to October 2021

- Developed strategic deliverables including social media playbooks, platform guidelines, one-pagers, and POVs that supported client retention and contributed to new workstream acquisition.
- Presented social media training and platform recommendations directly to client stakeholders, translating digital trends into actionable brand guidance.
- Facilitated cross-functional communication across an integrated agency team to align timelines, maintain internal trackers, and manage ad-hoc client requests.

Awards

- 2026 SABRE Awards North America Finalist — Government Agencies | Measurement & Evaluation

Skills

- Sprinklr, Hootsuite, Microsoft Office, Google Suite, Veeva, AEM | Cision, MuckRack, Brandwatch, Talkwalker | Adobe Creative Suite | ChatGPT, Claude, Gemini

Education

Texas Tech University — Bachelor of Arts in Public Relations, Minor in Electronic Media & Communication, 2016