



BRADFORD PILCHER

CREATIVE DIRECTOR & STRATEGIST

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BRADFORDPILCHER@ME.COM

4021 MENLO DRIVE, ATLANTA, GA 30340

I have two decades experience guiding organizations with budgets north of \$2 million, blending creativity with analysis to inspire teams and build out their capabilities.

SKILLS

When I Lead, I Emphasize...

- Adaptability
- Active Listening
- Clarifying Communication
- Problem Analysis
- Strategic Judgment

Design

- Art Direction
- Branding
- Data Visualization
- Publication Design
- Presentation Design
- Typography
- UX/UI Principles

Content

- Content Strategy
- Creative Writing
- Copy Editing
- Email Marketing
- Journalism
- Storytelling

Proficient With

- Adobe Creative Cloud (Illustrator, InDesign, Photoshop)
- Website CMS (Drupal, WordPress)
- HTML & CSS
- Databases (Salesforce, Airtable)
- Collaboration & Automation Tools (Notion, Trello, Zapier)

PORTFOLIO

See bradfordpilcher.com/portfolio for previous writing & design work.

EDUCATION

Georgia State University, 2008

- Bachelor of Arts, Film & Media Studies
- Bachelor of Arts, Religious Studies

EXPERIENCE

See [linkedin.com/in/bradpilcher](https://www.linkedin.com/in/bradpilcher) for complete work history.

Atlanta Jewish Film Festival

Associate Director

August 2012 - March 2023

Atlanta's biggest film festival of any kind, founded in 2000 to use film to built intergroup dialogue.

- Shepherded the organization from its startup phase to maturity and sustainable growth, originating the infrastructure, logistics, and systems necessary to become the world's largest Jewish film festival with 40,000+ annual attendance.
- Cultivated resources for innovation and growth, guiding strategic planning and a multi-million dollar annual budget to expand the professional team by 400% while assembling cash reserves equal to six months of operating expenses.
- Built out the festival's branding and oversaw annual marketing efforts, including designing creative concepts and collateral, yielding a 267% audience increase and doubling net revenues.
- Lead a pivot to original content during the COVID pandemic, creating (and co-hosting) the weekly podcast [AJFF In Conversation](#). I also coordinated the launch of an online film recommendation platform, [AJFFrecommends.org](#), directly handling its UI and UX design.

The Temple

Director of Communications

January 2010 - August 2012

Atlanta's oldest and largest synagogue, with an attached preschool and homeless shelter.

- Grew young adult and family engagement by more than 300%, employing data analysis and market research to develop targeted communications. These included segmented email campaigns, the introduction of social media tie-ins, and a full website redesign.
- Strengthened the organization's visibility, and brought greater consistency to its touchpoints, through the design of a new brand identity. Revised copywriting standards to establish a more engaging, accessible voice also contributed to a 200% increase in community awareness scores.
- Developed the identity for a new initiative, the Open Jewish Project, increasing engagement with unaffiliated audiences fourfold, as well as streamlining existing sub-brands.

American Jewish Life Magazine

Managing Editor

January 2005 - January 2008

An award-winning monthly publication focused on popular culture from a Jewish perspective.

- Designed all aspects of the publication and its brand, increasing its profile and its readership (by more than 200%), earning multiple awards for best Atlanta-based magazine.
- Saved \$75,000 per year in personnel costs, while keeping production on schedule with no sacrifice in creative quality, implementing templates and automated workflows. This allowed me to handle layout and design without support.
- Lead editorial processes: writing features, crafting story ideas, commissioning pieces, and editing articles from freelance writers.
- Supported ad sales with customized collateral, digital presentations, and prospect analysis.
- Developed the website and translated all content from print to digital formats.

Turner Broadcasting System

Records & Project Specialist

March 2004 - January 2005

A media conglomerate and home to brands such as CNN, Cartoon Network, TNT, TCM, and TBS.

- Streamlined tracking of records and archival data for Turner's international offices by integrating a dedicated database system and physical records in offices including London and Hong Kong.
- Lead staff training for personnel on new systems and in-person site assessments, improving collaboration and teamwork across locations.
- Devised and implemented special projects to identify missing records or other anomalies, ensuring materials related to Turner's historic divisions—MGM, RKO, etc.—remained accessible.