

Bradley K. Neese

Creative Director

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Overview

Brad Neese brings nearly 30 years of diverse experience in the communications, publishing, advertising and creative services industries to his role as Creative Director. He is responsible for the day-to-day management of McAfee & Taft's strategic communications, branding and business development initiatives. He manages the production, direction and editing of the firm's comprehensive video repertoire, as well as the facilitation and creative direction of its educational seminars and webinars. He also oversees the firm's in-house creative services; its expansive corporate website, as well as ancillary specialty websites; and its publications and client communications, including social media, general online presence, and public and media relations.

With a foundation in writing for various outlets and audiences, and a focus on video producing, directing, editing, and videography, his expansive skillset also includes the production of various multimedia resources, including seminars and webinars; online communications strategies; website design and implementation; creative services and graphic design; consulting on branding, corporate identity, and marketing and business development; and, advertising and media buying management, as well as print buying and production management.

After studying journalism at Oklahoma State University, Brad began his career as a reporter and photographer at a small-town Oklahoma weekly newspaper, eventually becoming an editor. Subsequently, he worked as a special sections editor for *The Norman Transcript* before moving to the creative services and marketing field as creative director for an Oklahoma tourism magazine publisher and later as creative services manager for MidFirst Bank. He also served as the general manager for a printing company.

Prior to joining the firm, Brad was managing partner with Third Day Communications, an Oklahoma City-based full service communications, marketing, business development and creative services firm serving clients primarily in the legal, financial services, professional services and retail industries as well as non-profit and faith-based organizations.

Brad has volunteered his time and talents to numerous local non-profit and faith-based organizations.