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| Brad R. Wucher Creative Brand Leader and Marketing Strategist | **Phone:** (412) 654 -7007**Email:** brwucher@gmail.com**LinkedIn:** linkedin.com/in/BradWucherhttps://bradwucher.my.canva.site/ |
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| **Creative Brand Leader | Higher Ed Marketing Strategist | Team Builder**Strategic and collaborative marketing executive with 20+ years leading brand development, content strategy, and creative execution for mission-driven institutions. Proven success in building high-performing teams, launching integrated campaigns, and scaling creative operations to serve complex university systems—especially those focused on access, affordability, and student impact. A natural storyteller who thrives at the intersection of brand, performance, and human-centered design. |
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| **CORE COMPETENCIES** |
| Strategic Brand Positioning & Messaging |
|  Campaign Development & Integrated MarketingHigher Education & Online Program MarketingCreative team Leadership & Operational Excellence |
| KPI Driven Creative ExecutionVideo, Content, and Cross Platform Storytelling |
| Resource Allocation & Budget OversightPartner Collaboration & Stakeholder Management**PROFESSIONAL EXPERIENCE** |
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| **Marian University, Indianapolis, IN***Vice President of Marketing & Communications* | *2022–Present* |
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| * Led strategic brand and creative transformation for a growing Catholic university, aligning messaging across traditional and online programs.
* Directed a 40-person team of content creators, designers, videographers, and strategists to execute mission-aligned campaigns across all channels.
* Created new partner-aligned messaging frameworks and brand standards, including a university-wide logo redesign and brand architecture refresh.
* Developed creative assets for new program launches, including the School of Engineering and new online degree programs.
* Implemented personalized video-first storytelling for enrollment marketing—achieving 96% open rates and driving high-quality leads.
* Partnered cross-functionally with Admissions, Athletics, Advancement, and Academic Affairs to unify brand presence and elevate reputation.
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| **Columbia College, Columbia, MO** *Associate Vice President of Marketing*  | *2016–2020* |
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| * Directed brand strategy and content for 30+ physical locations and a robust online platform targeting adult learners and military-affiliated students.
* Rebuilt in-house creative capacity for video, animation, and editorial—cutting $750K+ in vendor spend while improving creative agility.
* Launched national campaigns that improved YouTube audience retention 10x and increased organic traffic by 155%.
* Created integrated messaging ladders aligned with student motivations and program outcomes.
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| **Brown Mackie College, Pittsburgh, PA***Brand & Content Director/ Group Creative Director* | *2010–2015* |
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| * Led creative direction for 25-campus education network, producing high-impact content that increased YOY search traffic by 35%.
* Developed AR-enabled print and web experiences to enhance engagement and learning outcomes.
*  Navigated complex brand, compliance, and stakeholder environments with a focus on student trust and conversion.
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| **James Communications Inc., Pittsburgh, PA** *2004–2010 Chief Creative Officer** Delivered end-to-end creative campaigns in education, healthcare, and transportation, overseeing video, web, and print production.
* Built collaborative teams of freelance and in-house talent to meet evolving client needs with efficiency and quality.

**Brad Wucher Communications, Pittsburgh, PA** *2000–2008 Creative Marketing Consultant** Increased attendance by 85% for regional attraction through emotionally resonant brand storytelling and acquisition strategies.
* Applied brand equity research and audience insights to reframe value propositions and improve campaign ROI.
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| **EDUCATION** |
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| **S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY** *Bachelor of Science (BS)* |  |
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**AWARDS & DISTINCTIONS**

Marcom Platinum and Gold Award Winner

Addy Award Winner

IAAPA Brass Ring Award Winner

Multiple Telly Award Winner

Effiie Award for Financial Marketing

Contributing Author, Integrated Marketing Communications

Mobius Award Winner

**LANGUAGES, TOOLS & TECH (Familiarity/Leadership Experience)**

* Adobe Creative Suite (Oversight)
* Final Cut Pro / Adobe Premiere (Team Direction)
* Google Analytics & Data Studio
* Canva, Monday.com, Workfront (Collaboration & Review)
* AI Tools for Content Optimization