

MIRANDA N. BRADLEY

CONTACT

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EDUCATION

STEPHEN F. AUSTIN STATE UNIVERSITY
Bachelor of Science, Journalism | 2000

**THE UNIVERSITY OF TEXAS AT AUSTIN,
MOODY COLLEGE STAN RICHARDS
SCHOOL OF ADVERTISING**
Master's in Advertising | (est.) Dec. 2025

SKILLS

- Social Media Strategy
- Canva
- CRM Software Proficiency
- Wordpress
- Adobe Creative Suites
- Google Analytics
- Project Management
- Content Development

CERTIFICATION

GOOGLE ANALYTICS
Google Analytics Bootcamp | 2024

ABOUT ME

My greatest joy comes from helping a company reach new levels of creative innovation. Whether it's telling a fantastic brand story or redesigning a logo, I light up to see a vision come to life. With more than 25 years of experience in the marketing and communication field, I believe bold ideas win the day and collaborative teamwork makes everyone a MVP. I'm a solutions-focused big-thinker willing to take a risk, even if it means I have to fail forward.

WORK EXPERIENCE

McCOMBS SCHOOL OF BUSINESS

Senior Associate Director of Marketing and Communications for Development and External Relations | 2022-present

- Oversee annual fund strategies and execution.
- Write, edit, and develop content for monthly and bi-weekly alumni newsletters.
- Produce McCombs Made Podcast
- Engage donors through thoughtful storytelling online and in print.
- Create and design regular traditional mailings targeted to alumni and donors.
- Execute all event-related communications and publicity.
- Produce video content for Dean's donor recognitions.
- Manage event-related photographers and videographers.

DEVELOPMENT AND MARKETING DIRECTOR

Faith in Action Georgetown | 2019-2022

- Successfully launched first online fundraising event, resulting in 60% increase in revenue during COVID.
- Executed all marketing and awareness strategies for fundraising through print, social media, and live/virtual events.
- Rebranded organization, including website redesign to enhance UX and client interface.
- Oversaw all creative strategies and communications efforts, including annual reports, newsletters, brochures, and other print products.
- Introduced development strategies to enhance donor interface and retention.

...but wait, there's more! →

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ORGANIZATIONS

- McCOMBS RISING LEADERS ACADEMY 2024 COHORT
- WOMEN WHO MEAN BUSINESS COHORT 4
- NOON ROTARY CLUB
- CASE LEADERSHIP TEAM
- TEXAS CREATIVE 2025 COHORT

AWARDS

- PRESIDENT'S AWARD FOR EXEMPLARY SERVICE (2024)
- CASE SILVER AWARD FOR FUNDRAISING INITIATIVE (2023)
- WILMER C. FIELDS AWARD FOR FEATURE WRITING (2003)
- WILMER C. FIELDS AWARD FOR FEATURE WRITING (2003)
- WILMER C. FIELD AWARD FOR LARGE-SCALE MARKETING PIECE (2004)
- ASSOCIATED PRESS AWARD FOR INVESTIGATIVE REPORTING (1998)

WORK EXPERIENCE (CONT'D)

OWNER/CREATIVE DIRECTOR

BCreative | 2008-2020

Managed and executed effective fundraising events and campaigns
Created comprehensive development stewardship strategies.

Developed and executed comprehensive marketing strategies.

Designed effective print and social media/web marketing pieces.

POSITIONS HELD THROUGH BCREATIVE

Director of Development and Marketing, Boys and Girls Club of Georgetown

Director of Development, Agape Pregnancy Resource Center
Brand Manager and Creative Director, The Caring Place

CHILDREN AT HEART FOUNDATION

Communications Director | 2000-2008

Authored and edited monthly publications for five related nonprofit organizations.

Supervised the design of all publicity pieces including brochures, annual reports, special projects, and promotions.

Media contact for state and local publicity.

Scripted and produced three promotional videos featuring clients.

Balanced marketing budget, cutting print publication costs by 30%.

Supervised all in-house graphic design work and external print houses and design agencies.

Executed an effective rebranding of the parent organization.