

# BRENT BRADSHAW

Copywriter | Creative Writer

Los Angeles, CA

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Portfolio: [brentbradshaw.com](http://brentbradshaw.com)

## PROFESSIONAL SUMMARY

Creative writer, copywriter, and producer with extensive experience developing high-impact scripted content for television, live branding events, and digital platforms. Published author trusted with senior creative responsibility on a nationally broadcast comedy series, delivering audience-ready work under broadcast and brand constraints. Known for strong comedic voice, editorial judgment, and shaping long-form material into focused, engaging narratives.

## CORE SKILLS

Copywriting • Concept Development • Campaign Ideation • Brand Voice  
Editorial Judgment • Narrative Structure • Audience Engagement  
Creative Collaboration • Legal & Broadcast Compliance  
Short-Form & Long-Form Content • Deadline-Driven Production

## PROFESSIONAL EXPERIENCE

### Producer

Crank Yankers — Comedy Central | 2019–2022

Executive Producer: Jimmy Kimmel

- Oversaw the creative editorial shaping of recorded performances for a nationally broadcast comedy series
- Selected and cut long-form recorded material (40+ minutes) into concise, broadcast-ready segments
- Made narrative decisions about structure, pacing, relevance, and comedic effectiveness
- Determined which material best supported story coherence and audience engagement
- Delivered finalized creative segments under tight deadlines and broadcast standards

### Writer

Crank Yankers — Comedy Central | 2019–2022

- Wrote original scripted material for prank calls and character-driven segments
- Developed real-time written prompts and suggestions for performers to use live during calls
- Created core concepts for prank scenarios, narrative setups, and comedic situations
- Wrote ideas for sets, backgrounds, and visual contexts to support story and character
- Built tight comedic beats with clear setup and punchline payoff
- Collaborated with producers and talent to refine material for tone, clarity, and performance

### Freelance Writer / Producer | 2022–Present

- Writing a commissioned feature screenplay
- Developed spec campaigns and full-length campaign copy samples (portfolio)
- ISA Emerging Screenwriters Quarterfinalist (TV Pilot)

## **CREATIVE WRITING & CONTENT EXPERIENCE (SELECTED)**

- Wrote scripted and live-event content for major networks and platforms including NBC, CBS, MTV, Disney, Google, and Comedy Central
- Developed creative content for live branding events for Google Engage and YouTube Onstage, translating brand messaging into engaging, audience-facing experiences
- Head Writer, Video Effects Society Awards — wrote presenter copy (speeches, introductions, category/nominee material) for live industry awards show
- Developed material for awards shows, late-night television, and large-scale live events
- Collaborated with executives, producers, creative teams, and talent to pitch, revise, and execute concepts at scale

## **REPRESENTATIVE PROJECTS**

Emmy Awards, MTV Movie Awards, People's Choice Awards, Kids' Choice Awards, Video Game Awards, Last Call with Carson Daly

## **CAMPAIGN CONCEPTS & BRAND COPY**

Developed campaign-style advertising concepts and copy (spec work), including a produced commercial for Adidas

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## **PUBLISHED & LONG-FORM WORK**

Everybody Knows Your Name — Young Adult Novel (Viking Books)

DIG — Feature Film Screenplay (Red Hour Films)

## **PERFORMANCE & COMMERCIAL EXPERIENCE**

Performed on projects for HBO, Netflix, NBC, ABC, MTV, Comedy Central, YouTube, TBS, and Funny Or Die. On-camera work across television and national commercial campaigns, strengthening instinct for pacing, tone, and audience response. Worked under direction from leading filmmakers and showrunners in high-visibility, brand-facing contexts.

## **EDUCATION**

Harding University — Bachelor of Business Administration (Marketing)