

CONTACT

LOCATION

Denver, CO • Remote

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TOP SKILLS

BRAND & STRATEGY

- Brand Strategy
- Storytelling
- Thought Leadership
- Employee & Executive Advocacy

CONTENT & CAMPAIGNS

- Integrated Campaigns
- Video Production
- Organic & Paid Social
- Event Content & Programming

LEADERSHIP & CRAFT

- Performance Measurement
- AI Implementation
- Team Leadership
- Journalism & Editorial

BRANDS

NBCUniversal
Warner Bros.
DreamWorks
TODAY Show
DC Comics
MasterChef
Team USA
Denver Broncos
Target
Chipotle
Tyson Foods
Whole Foods
Guild
Craftsy

BW

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BRENDAN WILKERSON

BRAND & STORYTELLING DIRECTOR | CONTENT & CAMPAIGNS

Journalist turned brand & content leader for mission-driven organizations, expert at translating complex messaging into authentic, compelling narratives. Award-winning campaign director and video producer with deep experience building campaigns, content engines, and teams that scale alongside high-growth companies.

CAREER HIGHLIGHTS

- **Guild:** Grew brand awareness by 20 percentage points year over year through three award-winning campaigns, outperforming benchmarks for engagement and brand lift.
- **Guild:** Orchestrated an enterprise-wide brand transformation defining positioning, messaging, look and feel, and brand voice, culminating in a successful public launch and internal adoption.
- **NBCUniversal:** Directed the branded content workstream behind co-branded series with TODAY Show, DC Comics, DreamWorks, and MasterChef.
- **Craftsy:** Developed a content engine that launched a streaming service model, leading to a \$230M acquisition by NBCU.
- **KDVR:** Back-to-back Emmy Award winner for “Best Newscast” — grew ratings to become the market’s top-rated station in key, sellable demographics.

PROFESSIONAL EXPERIENCE

Guild / Director, Brand & Storytelling

2020 - Present

Education technology startup and certified B-Corp focused on workforce development, skilling, and career mobility for frontline workers.

- Built and scaled Guild’s brand storytelling and advocacy function, optimizing process and implementing AI tools to grow partners served from 10 to 100+ without increasing headcount.
- Set editorial direction for a repeatable engine that activates customers, employees, and external thought leaders into first-person stories, testimonials, case studies, and proof points used across marketing, sales, partnerships, and PR/communications.
- Launched Guild’s Team USA partnership through a multichannel campaign spanning athlete ambassadors, OOH, rich media, CTV, OLV, paid and organic social, and influencer marketing.
- Led a co-marketing campaign with Chipotle, Target, and Tyson Foods that drove measurable lift in favorability and consideration across all companies, aligning messaging, creative, and approvals across four brand organizations.
- Own keynote and breakout content for Guild’s annual customer conference (350 attendees), plus the downstream program that repurposes session content across channels.
- Drove team adoption of AI tools that automated repetitive work, improved workflow efficiency, and established a model for operationalizing AI across the organization.

EDUCATION

MBA, Business Administration
Colorado State University

MS, Journalism
Northwestern University

BA, Communications & Political Science
Wheaton College

CERTIFICATES

CONTINUING EDUCATION

Marketing AI — eCornell
Marketing Management — Colorado State University

AWARDS

- Most Effective and Measurable Campaigns, Digiday 2025
- Social Media Activation, Team USA Partner Awards 2025
- Brand Awareness Campaign, Anthem Award 2024
- 2x Emmy Winner, Best Evening Newscast, Heartland Emmys 2014, 2013
- 2x Best Newscast, Colorado Broadcasters Association 2013, 2011

BW

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PROFESSIONAL EXPERIENCE / CONTINUED

NBCUniversal / Supervising Producer, Brand Content 2017 – 2020

Craftsy was acquired by NBCU and relaunched as 'Blueprint' — a standalone streaming platform dedicated to learning and skill-building.

- Directed the branded content workstream, managing concepts and content creation for partnerships with global brands including TODAY Show, DC Comics, DreamWorks, and MasterChef.
- Accountable for end-to-end development and delivery of co-branded digital series, leading channel strategy, marketing mix, and on-set video direction.
- Oversaw internal and external creative teams ranging from 5 to 20 producers, videographers, editors, and designers, providing creative direction while holding quality, consistency, and on-brand execution across deliverables.
- Developed content series in multiple formats including documentary, scripted digital series, culinary features, and instructional content.

Craftsy / Director

2015 – 2017

Content company creating instructional video content and building communities for "makers."

- Created the company's talent brand campaign, providing strategic and creative direction and building a library of assets including stories from leaders, employees, and alumni.
- Leading content director exploring new formats and growing content engagement for the streaming service, leading to a \$230M acquisition by NBCUniversal.
- Directed subject matter experts in the design and development of instructional and marketing content, collaborating with cross-functional teams to align content to objectives.
- Produced and directed long-form video content, overseeing set design, lighting, videography, and photography.

KDVR / KWGN / Producer

2011 – 2015

Local news station in Denver, Colorado

- Supervised directors, photographers, editors, and on-air talent in daily production of the flagship nightly newscast, ensuring clear storytelling and execution under tight deadlines.
- Developed, pitched, and produced the weekly Denver Broncos special 'Fox on FOX.'
- Coordinated content and field produced live, on-location broadcasts from Super Bowl XLVII, collaborating with remote crews, conducting interviews, and managing news content.

KWQC TV6 News / Producer

2010 – 2011

Local news station in Davenport, IA

- Produced the market's top-rated morning newscast and executed a format change that raised ratings in consecutive periods.