

BRENDAN WILKERSON

KEY ACHIEVEMENTS

Transformational Brand Growth

Increased brand awareness by 20% through strategic storytelling and integrated campaign execution.

Streamlined Content Engine

Revamped process for content requests, execution, and results tracking; improved cross-functional communication and drove efficiency through AI adoption, increasing stakeholder satisfaction and brand consistency.

Hands-On Team Leadership

Built and led teams across functions, managing internal and external resources to deliver award-winning campaigns and events.

SKILLS

Brand Strategy · Integrated Campaigns ·

Storytelling & Narrative Development ·

Cross-Functional Leadership · GTM ·

Content Strategy · Brand Governance ·

AI Implementation · Partnerships · SEO ·

Editorial Judgment · Creative Operations ·

Video Production · Strategic Thinking

PROFESSIONAL CERTIFICATIONS

Marketing AI Certificate, eCornell

Marketing Management Certificate, Colorado State University

EDUCATION

Master of Business Administration

Colorado State University

Master of Science, Journalism

Northwestern University

Bachelor of Arts, Communications & Political Science

Wheaton College

Brand Leader | Content & Creative | Storytelling | Campaigns

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SUMMARY

Dynamic brand and content leader with 15+ years of experience in content strategy and storytelling, expert in integrated campaigns and brand governance. Proven track record of translating complex narratives into campaigns, enterprise storytelling, and high-impact thought leadership at fast-moving, high-growth companies. Leads cross-functional initiatives across paid, owned, and earned channels, aligning stakeholders around clear narratives, consistent messaging, and strong brand stewardship and governance. Known for bringing editorial rigor, hands-on project management, and operational discipline to strengthen brand performance through bold creative executions and storytelling.

EXPERIENCE

Director, Brand & Storytelling

2020 - Present

Guild Education

- Built and scaled Guild's brand storytelling and advocacy function, activated B2B and B2C customers, employees, and external thought leaders to create content and proof points used across marketing, sales, partnerships, and PR/communications.
- Served on the core team managing an enterprise-wide brand transformation; developed positioning, messaging architecture, and rollout strategy all culminating in a successful public launch and ongoing organizational adoption and governance.
- Drove 20ppt year-over-year growth in brand awareness by executing back-to-back integrated B2C campaigns that translated brand strategy into clear, audience-driven storytelling.
- Launched the Team USA partnership through a multichannel storytelling campaign spanning athlete ambassadors, OOH, rich media, CTV, OLV, paid and organic social, and influencer marketing.
- Led a co-marketing brand campaign with Chipotle, Target, and Tyson Foods, aligning partners and creative execution to drive measurable brand lift across all companies.
- Drove team adoption of AI tools that automated repetitive work, improved workflow efficiency, and established a model for operationalizing AI across the organization.
- Managed agency and vendor relationships from RFP through project delivery, overseeing budgets, timelines, creative reviews, stakeholder alignment, and reporting.

Supervising Producer, Brand Content

2017 - 2020

NBCUniversal

- Directed development of content for partnership and co-branded campaigns, managing execution from concept through delivery.
- Accountability for end-to-end delivery of partnership content and managed relationships with global brands including Warner Bros., DreamWorks, and TODAY.
- Oversaw budgets, supported development, and led creative teams of 5 to 20 producers, videographers, editors, and designers, maintaining quality, consistency, and on-brand execution across deliverables.

Director

2015 - 2017

Craftsy

- Increased content engagement at start-up resulting in \$230M acquisition by NBCUniversal
- Guided subject experts in the design and development of instructional and marketing content
- Produced and directed long-form video content, overseeing set design, lighting, videography, and photography
- Conceptualized and created video assets for re-branded talent acquisition campaign
- Coached and directed both trained and untrained talent for on-camera performance

Producer

2011 - 2015

KDVR / KWGN

- Directed directors, photographers, editors, and on-air talent in daily production of the 9 PM newscast, ensuring clear storytelling and execution under tight deadlines
- Developed, pitched, and produced weekly Denver Broncos Special 'Fox On FOX'
- Directed content and coverage for live, on-location broadcasts from Super Bowl XLVII