

# Clay Bradshaw

## Education

University of Oklahoma  
Norman, OK

Gaylord College of Journalism &  
Mass Communication

Bachelor of Arts in Journalism:  
*Public Relations*  
Minor in International Studies

## Professional Interests

- Branding design elements
- Bringing game elements to life
- Event planning and execution
- Licensed IP partnerships
- Process optimization

## Skill Set

- Partnership management
- Process optimization
- Strategic planning
- Campaign execution
- Creative briefing and reviews

## Contact Info

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## Bio

A Texan nerd that's a bit of a homebody, but I also love a great solo adventure to learn more about the world we're living in. I made the jump to California to join the gaming industry, but I'm still a Whataburger fanboy.

Professionally, in my 2.5-year career I've worked on 7 different games: launching 5 (including 1 expansion) and supporting 4 through live service across AA & AAA sized titles based on new franchises & licensed IP.

## Experience

### [Star Wars: The Old Republic: Legacy of the Sith](#) - Strategic Planning & Launch Support

Our marketing team's focus was tapping into players' nostalgia with a new [CG Trailer - "Disorder"](#) - for which the game is most widely known for. Tasked with the trailer's release strategy, I pulled in our channel experts and forged a strategy that led to 11.3M views in 7 days.

### [Lost in Random](#) - Marketing Lead

Partnered with key stakeholders within EA and at Zoink to create a comprehensive marketing plan for Zoink's latest release. I briefed a team of 50 to the plan and lead the execution.

### [Star Wars: Squadrons](#) - Strategic Planning & Launch Support

Served as the primary point of contact for key teams including: Web, Social, Community, Email/In-Game Messaging and First Party Partnerships during the execution phase of the campaign. Contributed to the strategy behind the release of the game's [CG short - "Hunted"](#) (9.6M views in 7-days).

### [Knockout City](#) - Launch Execution Planning & Live Service Support

Refined the launch strategy and executed on a 10-day free trial including the kick-off of Season 1. Led key cross-functional teams along a strong launch plan, and created sustainable workflows for live service.

### [Star Wars Jedi: Fallen Order](#) - Planning & Launch Support

Managed the organization of key details including: the review of all assets, all marketing related briefs, and meeting notes between internal teams and Lucasfilm. Directly supported our PR and events teams, including serving as a sole representative at international events

### [Star Wars: Battlefront II](#) - Live Service Support

Helped review assets and copy, kept the execution focused channels organized while the Lead and creatives marched forward with planning. As the primary point of contact in NA, I served as the main facilitator, on the EA side, of the Lucasfilm marketing material review process - a role which carried forward on all my other Star Wars titles.