

# NATHANIEL D. BRADLEY

857-719-1298 • [nathaniel\\_bradley@yahoo.com](mailto:nathaniel_bradley@yahoo.com) • [www.linkedin.com/in/nathanielbradley](http://www.linkedin.com/in/nathanielbradley)

---

## Qualifications

- Ten years as a professional writer and editor; a decade in art school administration
- Expert in substantive editing and developing creative from concept to execution
- Experienced in researching, generating, and managing content for web and print
- Extensive familiarity with the marketing and branding objectives of academic institutions
- Superb skills in collaboration and communication in a fast-paced environment

## 2006–Present

### **Boston University Metropolitan College (MET), Boston, Massachusetts**

*Senior Writer/Copy Editor, Marketing & Communications (April 2012–present)*

- Generate, develop, and manage content across all MET print and digital assets; collaborate with design and others to lead the creative direction of marketing materials; and the duties below:

*Copy Writer/Editor, Marketing & Communications (September 2006–May 2012)*

- Write, edit, and proofread all copy (website, print, email, radio, and online) promoting MET to a diverse population of prospective and current students locally, nationally, and internationally
- Conduct research and interviews to write MET's magazine, *Metropolitan* ([bu.edu/met/magazine](http://bu.edu/met/magazine))
- Create and manage content for two primary websites ([bu.edu/met](http://bu.edu/met), [bu.edu/online](http://bu.edu/online)) using WordPress; update and develop content for additional MET websites
- Conceive and develop award-winning advertising campaigns for MET and BU Summer Term
- Ensure emails, direct mail, brochures, flyers, posters, official letters, websites, and other publications meet high standards and adhere to BU and MET branding, voice, and tone
- Demonstrate confidence, flexibility, and collegiality while working closely with a variety of clients and stakeholders, from academic departments to individual faculty and staff

## 2000–2005

### **School of the Museum of Fine Arts, Boston, Massachusetts**

## & 1996–1999

*Assistant Director of Continuing Education & Adjunct Programs (2000–2005)*

- Developed and coordinated summer programs and workshops; initiated, managed, and grew the School's pre-college program; assisted in the administration of year-round CE programs
- Planned and oversaw international workshops and high school programs

*Continuing Education Administrative Assistant & Program Coordinator (1996–1999)*

## 1999–2000

### **Idyllwild Arts Academy and Summer Program, Idyllwild, California**

*Alumni Relations & Marketing Associate, Development & Marketing Offices*

## Freelance

*Copy Editor & Proofreader*

- 2016: UPCEA Hallmarks of Excellence in Professional and Continuing Education (<http://upcea.edu/resources/hallmarks/>)
- 2015: UPCEA Hallmarks of Excellence in Online Leadership (<http://upcea.edu/resources/hallmarks-online/>)

## Education

Boston University, Bachelor of Arts in English (cum laude), 1994

## Awards

### **University Professional & Continuing Education Association (UPCEA)**

#### **Excellence in Marketing Awards**

2016—**Gold (2)**: Food & Wine Programs Brochure; MET 50<sup>th</sup> Anniversary Microsite **Bronze (3)**: MET 50<sup>th</sup> Gala Campaign; BU Distance Education Website; MET a Professor Video Campaign

2015—**Silver (3)**: MET Magazine, *Metropolitan*; MET Integrated Media Advertising Campaign; BU Summer Term Integrated Media Advertising Campaign

2013—**Gold**: MET International Student Brochure

2012—**Gold (3)**: Food & Wine Website; BU MET Event Emails; Graduate Admissions Welcome Packet **Bronze (2)**: MET Magazine, *Metropolitan*; MLA in Gastronomy Brochure

2011—**Gold**: Interactive Marketing/MET Landing Pages