

DAVID BRADY

Autistic Communications Consultant & Talk Show Host

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WORK EXPERIENCE

TV Talk Show Host,
Inland Empire Media Group
October 2021 – Present **San Bernardino, Calif.**

"Inland Empire Alive!" is a cable TV talk show produced by videoFP in association with Inland Empire Media Group. In production since 1989, the monthly public affairs program spotlights issues, events and perspectives throughout Southern California's San Bernardino and Riverside counties.

Communications Consultant,
Oliande Communications
April 2018 – Present

I offer a wide range of strategic communication, PR, marketing and editorial services for small- to medium-sized businesses in the Los Angeles metro area, including:

- Writing, editing and proofreading
- Media outreach, pitching and email blasts
- Social media strategy and content
- Public affairs and crisis communications
- Collateral development (print and digital)

Communication Specialist,
California State University, San Bernardino
March 2020 – March 2021 **San Bernardino, Calif.**

- Duties included developing strategic communication tactics for the College of Arts and Letters, such as news releases, speeches, an email newsletter, presentations, panel discussions and social media content
- Regularly shared success stories from faculty, students, staff and alumni to enhance the college's reputation and serve enrollment goals
- Doubled the college's social media audience across five platforms (Instagram, Facebook, Twitter, YouTube and LinkedIn) within nine months

Supervisor's comment: "[H]e has excellent work ethic, and efficiency. He has the ability to work hard, meet deadlines, and deliver his duties and responsibilities, more often than not well in excess of expectations."

AWARDS & ACCOLADES

LEGOLAND Marketing Employee of the Year, 2017

LEGOLAND Marketing Employee of the Month, May 2016 and August 2017

General manager's comment: "He is a tremendous representative of our resort."

Finalist, Best PR Campaign and Best Social Media Campaign, International Association of Amusement Parks and Attractions' Brass Ring Awards, November 2017

FEATURED SPEAKER

Florida Governor's Conference on Tourism, August 2017

Florida Public Relations Association, February 2018

AFFILIATIONS

Leadership Orlando, Class 94 (2017-18)

Public Relations Society of America (since 2005)

Florida Public Relations Association (since 2015)

STRENGTHS & SKILLS

Creative ideation & brainstorming

Engaging public speaker & spokesman

Video production & editing

More than 25 years' experience with Microsoft Office apps, HTML & Photoshop

EDUCATION

B.A. in Journalism and Filmmaking (double major)

California State University, Northridge

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WORK EXPERIENCE, *continued*

Senior Public Relations Manager, LEGOLAND Florida Resort **August 2015 – April 2018**

Winter Haven, Fla.

- Led in-house PR team with annual budget of up to \$200K
- Developed key messages, press releases, social media content, crisis communications and marketing plans
- Planned and staged media events, PR stunts and grand openings, including live broadcasts, celebrity red carpets and satellite media tour
- Coverage included USA Today, “Today” Show, New York Times, Boston Globe, FOX Business Network, ABC News, NBC Sports

Supervisor’s comment: “David is an incredible asset to the Marketing team. His leadership, hard work and attention to detail enabled excellent coverage and drove business results.”

Senior Communication Specialist, Walt Disney Parks and Resorts **August 2011 – August 2015**

Lake Buena Vista, Fla.

- Created communication plans, key messages and feature stories for employees at Disney’s theme park resorts worldwide
- Managed an internal news website for 90,000 U.S. employees
- Contributed occasional feature stories to Disney Parks Blog

Supervisor’s comment: “From his exceptional writing to project management, his jack-of-all-trades skills have been a tremendous asset.”

Public Relations Manager, Disney Cruise Line

November 2010 – February 2011 (recruited for temporary assignment)

Celebration, Fla.

- Led social media efforts surrounding the launch of the *Disney Dream* cruise ship, including blog content and a live webcast

Media/Communications Manager, Disney’s Grand Floridian Resort & Spa

July 2006 – July 2011

Lake Buena Vista, Fla.

- Facilitated coverage of Walt Disney World Resort’s flagship hotel by media outlets that included CNN, ABC, Travel Channel, *Travel + Leisure*, USA Today, GQ, Orlando Sentinel
- Duties included site tours and interviews with visiting journalists, coordinating live broadcasts, creating messages and speeches for senior leaders, and developing creative collateral

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WORK EXPERIENCE, *continued*

Public Relations Manager, Walt Disney World Resort

March 2001 – June 2006

Celebration, Fla.

- Wrote press releases, created marketing messages, planned large-scale media events and PR stunts, developed collateral and pitched coverage in top U.S. markets
- Managed a network of media websites, including the resort's flagship site, wdwnews.com
- Developed and hosted the official Walt Disney World podcast
- Produced the first audio podcast for Disney Cruise Line and the first podcasts for starwars.com, in collaboration with Lucasfilm
- Launched a multilingual media website for Hong Kong Disneyland's grand opening

Department leader's comment: "David brought great creativity and enthusiasm to his work. I especially appreciated his eagerness to jump in and try something new. He often led the way in experimenting with online communications."

Copy Editor, Citysearch.com

December 2000 – February 2001

Hollywood, Calif.

- Proofread all editorial content for the Los Angeles site in this national network of online city guides
- Duties also included writing lively headlines and teasers, plus occasional editorial content

Editor, WebMagic

January – October 2000

Pasadena, Calif.

- Oversaw all editorial content and design of early-stage websites at this Internet startup incubator

Senior Web Producer, Los Angeles News Group

July – December 1999

Woodland Hills, Calif.

- Produced daily editorial content for websites in this regional newspaper chain, including the Los Angeles Daily News and the Long Beach Press-Telegram
- Took the lead in creating multimedia packages to complement newspaper coverage

Copy Editor, Los Angeles Daily News

March 1998 – June 1999

Woodland Hills, Calif.

- Proofread news, business and opinion copy for this suburban Los Angeles newspaper
- Wrote headlines and photo captions

Supervisor's comment: "His headlines show a deft touch."

Editor, Pets.com and Toys.com

October 1997 – February 1998

Altadena, Calif.

- Directed editorial content on fast-growing e-commerce websites with large sections of news and information

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Online Producer, Orlando Sentinel

April – September 1997

Orlando, Fla.

- Created multimedia packages spotlighting the newspaper's annual hurricane preparedness coverage, space shuttle launches, NASA's Mars Pathfinder mission and the death of Diana, Princess of Wales

Staff Writer, Luckman Interactive

September 1996 – January 1997

Los Angeles, Calif.

- Critiqued websites for books and CD-ROMs published in partnership with Barnes & Noble, *Best of the Web* and *World Wide Web Yellow Pages*

Staff Writer, Los Angeles Times

April 1993 – September 1996

Chatsworth, Calif.

- Covered community news in Los Angeles' suburban San Fernando Valley
- Stories included a [profile of the house used as the residence of television's *The Brady Bunch*](#), an overview of a library devoted to death, a visit to a [celebrity autograph and memorabilia convention](#), and a national, front-page obituary for Woody Woodpecker creator [Walter Lantz](#)

Supervisor's comment: "David is an extremely versatile member of the staff."

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