



News Release

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For Immediate Release

ZWO Promotes Chris Bradley to Creative Director

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ZWO Branding and Marketing has promoted Chris Bradley from associate creative director to creative director. Hired initially as a designer with ZWO in 2009, Bradley developed further skills in video production, motion graphics, 3D modeling and animation, and also led training and development for ZWO's creative team; he was promoted in 2014 to associate creative director. Bradley's position as creative director will emphasize developing the creative team at ZWO, as well as discovering new talent through connecting with college design programs. Bradley is an adjunct professor at Anderson University, and has taught courses in web design, print production, and design software. He also serves as a judge for AAF Greenville, focusing on student work.

"In many ways, I've never truly felt like I've grown out of being a student," said Bradley. "I still see the world with the same wide-eyed optimism I did as a student and feel that there is no end to the opportunities to learn something new. That's what has made me such a solid fit at ZWO. As a company, we nurture and support the kind of bold leaps it takes to create remarkable work -- work that commands attention by being arrestingly unexpected, and that then compels the viewer to take some kind of action. Because of ZWO's culture of encouraging learning and risk-taking, I have continued to grow through my partnership with them."

"It's hard to believe that it's been nearly seven years since Chris walked through our doors," said CEO of ZWO Tina Zwolinski. "He has been a real asset here at ZWO -- passionate about his work, very creative, and caring about his team. We are happy that both ZWO and Chris have been able to grow together."

Prior to joining ZWO, Bradley worked as a designer for an ad agency on a variety of brands including Daimler-Chrysler, JCB, and E-One emergency response vehicles. He then served as an interactive designer at an in-house agency for Techtronic Industries, which designs and manufactures power tools and outdoor power equipment; brands included Ryobi, Ridgid, Milwaukee, and Craftsman. Bradley graduated from Anderson University with a degree in art and a concentration in graphic design.

With offices in Greenville, SC and Laguna Beach, CA, ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. The ZWO team works to transform markets and customers into communities of thoughtful, involved, passionate advocates for our clients and their brands. ZWO accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international clients has allowed it to serve clients in diverse industries, including apparel, student housing, retail, sports, senior life, events, youth, and non-profit segments. For more information on ZWO visit <http://www.betalkable.com> or contact them at 864.509.1057.

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