

CURRICULUM VITAE

**BRADLEY S. BARTH**

**Address** 3610 Thaddeus Lott Lane, Leland, NC 29451  
**Contact** 910/655-3600, [bbarth@rogerbacon.net](mailto:bbarth@rogerbacon.net) Twitter @therogerbacon



*Director of Public Affairs  
Brad Barth*

**Degrees** 1991 Associates Degree, Visual Communications  
Colorado Institute of Art, Denver, CO

1994 BS Arts, Colorado Christian University  
Lakewood, CO

1996 Post-Baccalaureate Certificate, Painting,  
Pennsylvania Academy of the Fine Arts  
Philadelphia, PA

**Experience**

**2010-Present** *Public Affairs Director*

**The Roger Bacon Academy**, an educational management organization, managing:  
Charter Day School Leland, NC  
Columbus Charter School Whiteville, NC

**1998 – 2010** *Founder, President, Owner, Creative Director*

**Trace Design**, Multimedia Marketing Print – Web – Video

Handled marketing campaigns and brand design for accounts:

**Jimmy Johns Gourmet Sandwiches, Illinois State University, United Healthcare, United Center, Red Cross of the Heartland, Heartland Community College, DeGarmo Group, Town of Normal, Lewis University and over 100 regional businesses.**

Accounts Include:

**Economic Development Council of the  
Bloomington-Normal Area, Normal, IL – [bnbiz.org](http://bnbiz.org)**

- ONE VOICE Program: Handled brand and all communications for community, state and federal government – delegation trips to Wash. D.C. 2007, 2008, 2009
- NAVIGATING A NEW DIRECTION: Capital campaign that raised \$3.7 million over 5 years sustaining economic growth to the public and private sectors
- C7 – CIRCLES OF SEVEN: Business Mentoring Program, was a protégé and mentor to business community entrepreneurs.
- EDC Brand - Designed and maintained all websites and social media, video production, event A/V and graphics and advertising, brand management across all media

**Silver Wings Merchandise, Nashville, TN – [silverwingsmerch.com](http://silverwingsmerch.com)**

Developed apparel design, web marketing and video production for the music industry. Clients include: Vince Gill, Miranda Lambert, Winona Judd, Allman Brothers Band, and over 50 other artists and music-industry businesses

**Illinois State University, Athletics, Normal, IL – [goredbirds.com](http://goredbirds.com)**

Marketing, advertising and video production for NCAA

Division I athletics department. Marketing developed for: Football, Volleyball, Men's Basketball and Women's Basketball.

Included web marketing and advertising, TV spots, in-game video and animation, running in-game scoreboard graphics

**DeGarmo Group, Bloomington, IL – [degarmogroup.com](http://degarmogroup.com)**

Website Development, Brand Development, Trade Show marketing, Video Production. Slogan: Where Science and Practice Meet. The focus of DeGarmo Group's research, product development, and service delivery is the application of psychological science in human resource (HR) and employment assessment and selection.

**BRADLEY S. BARTH**

**Awards and Recognitions:**

- Website Award - QSR Magazine - jimmiejohns.com
- Business Spotlight: Business-to-Business Magazine, June 02
- Journal Communications: Quality Award *Images of McLean County*
- Heartland Community College Annual Report 04-05 Alumni Feature
- International Economic Development Council Award Winner:
  - Research Report: 2005 Economic Development Almanac - EDC
  - Special Event: 2006 Reverse Trade Mission - EDC
  - General Promotion: 2006 Navigating a New Direction – EDC
- National Council for Marketing & Public Relations District 3
  - Silver Medallion for Exhibit Design - Heartland C.C.
- Appointed by Mayor of Normal: McLean County Branding Committee

**Community Partners:**

*Current:* American Red Cross - Cape Fear Chapter – Vice Chair, Board Member

- Wilmington Chamber of Commerce
- Brunswick County Chamber of Commerce
- North Brunswick County Chamber of Commerce - Education Committee
- Buddy Pelletier Surfing Foundation Donor

*Past:* Bloomington-Normal Area Convention and Visitors Bureau

- Bloomington Performing Arts Center
- Downtown Bloomington Association (Board Member 03-05)
- Easter Seals – Central Illinois
- Economic Development Council of the Bloomington-Normal Area (Member, Small Business Task Force, C7 Mentor)
- McLean County Arts Center
- McLean County Chamber of Commerce (Member, Sponsored Events)
- McLean County History Museum (Member)
- Red Cross of the Heartland (Evening of Stars, Saluting Our Heroes Committee, Sponsored Events)
- Uptown Normal Business Association (Member)

**1995 – 1997**

*Art Director*

Morgan & Myers Public Relations, Milwaukee, WI

- Designed marketing campaigns and print design for corporate, healthcare, financial services and the ag-chemical industry.

**1994 – 1995**

*Graphic Designer*

Digital Media - Pre-press/Advertising

- Developed pre-press production and graphic design for print, photography and publications

**Hobbies**

Marathon running, Fine Art Painting/Drawing, Woodworking, Scuba Diving, Basketball and Soccer Coach, Pheasant Hunting, Boxing, Chicago Cubs Enthusiast