

Faculty profile



Brad Anthony Best

Expertise areas

- Web analytics
- Search engine marketing
- Lead generation
- Media planning
- Content marketing

Possible collaboration disciplines

- Trulaske College of Business, Marketing Department
- Data science and analytics

Brad Best is an associate professional practice professor of strategic communication at the Missouri School of Journalism. He has over 20 years of experience in the advertising industry, working in both traditional TV and radio and digital media. He has worked in media sales, buying and planning working for agencies such as MindShare, Carat and the Reynolds Journalism Institute. Best has worked with clients such as Ford, Domino's, Sears, Unilever, P&G, Arby's, Burger King, Jenny Craig, Papa John's, Sony, Evinrude and numerous lead generation campaigns.

Best teaches courses in digital strategy and media planning as well as a capstone course MOJO Ad, the student-staffed advertising agency that specializes in the Youth and Young Adult (YAYA) market. His students have won numerous Addy awards, and many earn professional certifications from Google, Hubspot, The Trade Desk, Semrush and the Institute for Advertising Ethics.

Best has also earned an international reputation teaching courses at the Communication University of China in Beijing, Xi'an Eurasia University in Xianyang as well as leading groups of students on media tours through Europe.

Best is a passionate advocate for using analytics to drive better decision-making in advertising. Best established the Journalytics Summit, which brought thought leaders from the analytics industry and news publishers together to discuss how to increase revenue and engagement with their digital products. He has led the Adobe Analytics Challenge for the last

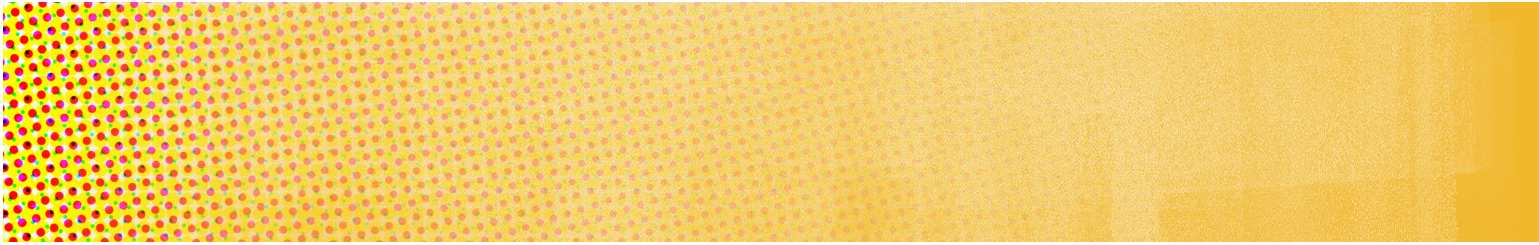


*Learn more about Brad
on the J-School website*



Missouri School of Journalism
University of Missouri

journalism.missouri.edu



decade, mentoring students from across campus to help them create insight out of real-world analytics data and to make recommendations for improving Adobe client's digital offerings.

His students have worked with clients such as Disney, Nike, Major League Baseball, Lenovo and MGM.



Missouri School of Journalism

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