

# Brendan Regan

112 Gibson Street • Jermyn, Pennsylvania 18433 570-905-8814

bren@brendanregan.com

## Art Direction, Design and Management

**Graphic Designer – Angelique de Paris, Inc.**

**February 2011-Present**

- Photography, design and production for all marketing material, including catalogues, product inserts and postcards.
- Website design and development:
  - Brand/wholesale website with order-fulfilment functionality
  - Retail website with custom selection criteria
- Facebook development: facebook.com/AngeliqueDeParisJewelry
- Arranged for placement of photography with trade publications and blogs.
- Designed daily e-mail blasts for wholesale and retail clients.
- Negotiated with printers for best rates on brochures, inserts and other print collateral.

**Art Director (Contract) – The Liquid Fence Company, Inc.**

**November 2010-January 2011**

- Developed current national television campaign suitable for multiple products with Creative Director Jim Bosha (jimbosha.com).

**Graphic Designer/Production Manager – New Media Design, Inc.**

**September 2003-May 2009**

- Designed and produced artwork for two monthly publications:
  - *The Review*: 100-page monthly document distributed electronically.
  - *The Update*: 80-page booklet printed in six languages.
- Coordinated receipt of data from subcontracted sources and managed client expectations while designing and producing up to 600 pages of unique content for high net worth and institutional clients.
- Designed and developed procedures for regular production of periodical marketing collateral for clients.
- Maintained \$500,000 relationship through 2008 acquisition of American Express by Standard Chartered Bank.
- Coordinated with TBWA/Tequila (Singapore) on brand guidelines for new client.
- Re-branded over 100 pieces of marketing collateral, including fact sheets, brochures, and booklets in multiple languages after client acquisition.
- Managed production and design from estimate to invoice on projects including *Insights* internal and client fact sheets; *The Monitor*, a bimonthly internal employee newsletter, and *The Outlook*, an annual 48-page perfect-bound booklet.
- Acted as liaison between clients and principals regarding new projects and advised principals on appropriate compensation based on production estimates with the end result of bringing in additional revenue.
- Trained creative director, art directors and graphic artists on procedures and specifications for all artwork, databases and desktop publishing documents.

## Education

The Pennsylvania State University  
Bachelor of Arts, English with emphasis in Rhetoric

University Park, Pennsylvania  
December, 2000

## Online Marketing

**Outernets Web Publishing, LLC**

**April 2006-Date**

- Founded company to develop online marketing campaigns through affiliate marketing and publication of unique user-oriented content.
- Achieved profitability within 14 months via organic link and PPC campaigns for clients in multiple languages and markets.
- Developed unique marketing sites using current SEO best practices to minimize costs.

## Software/Programming

- **Software:** Adobe InDesign, Illustrator, Photoshop, Flash; DeltaGraph; QuarkXPress; Filemaker Pro, Server, Developer; Microsoft Word, Excel
- **Programming:** HTML, PHP, CSS, MYSQL, Actionscript.