

Brendan Regan

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Art Direction and Production Management

New Media Design, Inc.
Art Director/Production Manager
September 2003-May 2009

- Designed and produced artwork and layout for two monthly publications:
 - *The Review*: a 100-page monthly document distributed electronically.
 - *The Update*: an 80-page booklet printed in six languages.
- Coordinated receipt of data from subcontracted sources and translators, and managed client expectations while designing and producing up to 600 pages of monthly unique content for high net worth and institutional clients.
- Designed and developed production procedures for regular production of all periodical marketing collateral for clients.
- Maintained client relationship through acquisition of American Express Bank by Standard Chartered Bank in 2008.
- Coordinated with TBWA/Tequila (Singapore) on the brand guidelines for new client after the company's acquisition of client American Express Bank.
- Re-branded over 100 pieces of marketing collateral including fact sheets, brochures and booklets printed 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 bi-monthly employee newsletter; and *The Outlook*, a 48-page booklet.
- Updated and maintained production files for internal use *Guide to Marketing Materials* with up-to-date thumbnails and product details for all client marketing collateral.
- Acted as liaison between clients and principals regarding new work, and advised principals on appropriate compensation based on estimated production costs, with the end result of bringing in additional business.
- Trained creative director, art directors and graphic artists on production procedures and specifications for all artwork, databases and desktop publishing documents.

Software and Programming Experience

- Expert level (development of graphics, layouts and pages produced for Fortune 500 clients): Adobe InDesign, Illustrator, Photoshop, Flash; Deltagraph; QuarkXPress; Filemaker Pro, Filemaker Server, Filemaker Developer; Microsoft Word, Excel, PowerPoint
- HTML, PHP, CSS, MYSQL, Flash Actionscript: database-driven websites developed bottom-up to best utilize the latest developments in open-source website development

Education

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

University Park, Pennsylvania
December, 2000

Online Marketing Experience

Outernets Web Publishing, LLC
Founder
Jermyn, Pennsylvania
April 2006-Date

- Founded company to develop online marketing campaigns
- Achieved profitability within 13 months via organic linking as well as PPC campaigns for multiple clients in multiple languages and markets
- Developed unique marketing sites to better service online clients