

Curriculum Vitae

Nic Brennan

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ONLINE FOLIO:

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LINKEDIN:

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Born in Oxford, England in 1971 – Currently living in Shanghai.

OBJECTIVE

“A digital marketing role with a global company where I can use my conceptual skills and hands-on creative, technology, digital and brand experience to help evolve their global business...”

EDUCATION

Staffordshire University

Higher National Diploma

Typography, Graphic Design, Type Design, Interface / Motion Graphics

1990 – 1993

North Oxford Technical College & School of Art

Art Foundation

Photography, Animation, Graphic Design

1989 – 1990

WORK EXPERIENCE

(London, Tokyo, Singapore, Shanghai)

Group Creative Director – DDB China

Dec 2012 – Ongoing

Responsible for managing a mixture of both Digital and ATL creative teams and external creative resources working on a variety of integrated projects for clients including VW, McDonalds, J&J, Bentley and many more.

Lead Digital Creative Director – Tribal DDB Shanghai (freelance)

June 2012 – Dec 2012

Covering role for Executive Creative Director. Running the digital team in Shanghai working on McDonalds, Shanghai VW, Absolut Vodka, Unilever. Plus new business generation (pitching) with Integrated teams at DDB and Rapp.

Executive Creative Director – MRM Singapore (McCann Worldgroup)

April 2011 – November 2011

Responsible for digital marketing and creative output at MRM Singapore and Digital for McCann Erickson Singapore. Regional clients include Intel, Goodyear,

Exxon Mobil, Johnson & Johnson, Nippon Paint, XBOX, Coca-Cola.

Key Roles:

- Team & Third Party Vendor Management
- Creative Consulting, idea generation (Facebook, mobile apps, sites etc...)
- McCann Asia Pacific Creative Council Member
- Social Media Consulting / Training
- Responsible for rolling out new Intel global website in APAC (re-imagine)
- Produced APAC multilingual eCRM system for Acuvue (J&J)
- Successfully integrated the MRM and McCann creative teams
- Organised the pilot agency creative garage with Facebook Singapore which focused on educating creative teams on the power of “social by design”

Founder and Creative Director at FLUID - Tokyo

April 2006 – Current

Founder and Creative Director supplying digital creative marketing solutions to a variety of clients and agencies in Tokyo, including BBDO, Audi, BMW Alpina, FIAT, LeCreuset, Saatchi & Saatchi, Fallon, Citigroup, Coach, AVIRA and many others.

Key Roles:

- Marketing Strategy
- Creative Direction
- Brand Consulting
- Vendor / Agency Management
- New Business Development
- Event Planning

Executive Creative Director at PANACHE Interactive

August 1997 – March 2006 (8 years 8 months)

Founded and Managed the Interactive Division of PANACHE Corporation for 9 years, delivering interactive marketing, creative direction & design and web production to clients in Japan. Some of whom included: adidas, Audi, Bentley, Dyson, Hilton, SONY, The British Embassy in Tokyo, Volkswagen, and many more...

Responsible for growing the business to a team of 28 skilled creative and production specialists.

Key Roles:

- Managed Volkswagen Japan website and entire digital presence for 7 years
- Recruiting, Creative Direction, Best Practices
- Online Marketing & Planning
- Digital Branding across web and devices
- New Business Generation
- Digital Creative / marketing concept generation and production management
- P&L & Financial forecasting

Typographic Designer at Pauffley / London

Now called “further creative”

July 1994 – July 1997 (3 years 1 month)

Typographic Designer working on Annual Reports and Graduate Recruitment Literature. Responsibilities included:

- Assisting Designers with Typography for layouts
- Marking up layouts for Berthold Typesetting
- Maintaining a network of Mac's using Quark 1.0, Photoshop 1.0 etc... during the arrival of the DTP era.

SKILLS

- Digital Marketing
- Creative Direction
- Idea generation, leading brainstorming for creative brief creation
- Confident working in multiple language environments
- Vendor management
- Proficient in most major graphic design / web design software and Microsoft office suite of applications. Both Mac & PC

INTERESTS

- Technology
- Info graphics
- Music
- Typography
- Cars
- Sports (soccer, tennis, golf)
- Travel
- Cooking

AWARDS

Macromedia Site of the Week Award 6 Times

Macromedia Site of the Month Award Twice

[Media.com](#) best car site in Asia Award for Volkswagen Hong Kong web awards for Financial Times Website

Nikkei Top 10 site in Japan 2 years running for Volkswagen Audi R8 featured in Nikkei Design Magazine Japan

Member of McCann APAC Global Creative Council (whilst at McCann)

Arranged the first Facebook APAC Creative Garage with Facebook Singapore - "Social by Design"

References available upon request.

Linkedin Public Profile:

<http://cn.linkedin.com/in/nicbrennan/>