



**A BEAR KNOWS HOW**  
**SMARTER** than your average solution

Brendan McWeeney  
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### **SUMMARY OF QUALIFICATIONS**

- Nine years of dynamic marketing, graphic design and web experience with a passion for new ideas and creativity.
- Producer of integrated marketing campaigns for both public and private sectors.
- Highly motivated, goal-oriented professional with the ability to manage projects, clients and creative teams.
- Proactive media relations, and event coordinating skills.

### **PROFESSIONAL EXPERIENCE**

#### **Freelance Marketing Consultant / Graphic Designer**

Burlington, VT/Boston, MA/San Francisco, CA | 1999 - Present | [abearknowshow.com](http://abearknowshow.com)

- Managed and produced print and web based marketing projects from concept to completion for international companies, non-profit organizations and individuals.
- Designed custom user interfaces (prototypes and wireframes) with cross-platform standards compliant code.
- Produced concepts and strategies for marketing campaigns.
- Created high production value communication vehicles to bring brands to life.
- Developed and wrote key messaging grids, fact sheets, launch releases and pitch letters for new brands and services.

#### **Marketing Specialist**

St. Luke's Hospital | San Francisco, CA | 2004 - 2006 | [stlukes-sf.org](http://stlukes-sf.org)

- Reduced expenses by internally directing the design and production of client-facing materials, including general hospital brochures, newsletters, advertisements, flyers, event collateral, and posters.
- Facilitated employee communications through the creation and deployment of the hospital's first employee Intranet.
- Managed the development and maintenance of St. Luke's web site and increased traffic by 25%.
- Produced external e-newsletter and increased mailing list volume by 200% within six months.
- Coordinated media relations; developed press releases, fielded media calls and pitched stories to increase public awareness about the hospital.
- Managed and executed internal communication activities, including identification of story ideas, writing and editing of articles.
- Researched, coordinated and staffed local health events to promote the hospital's services.



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**Associate Director of Development - Marketing Manager**

Health Services Partnership of Dorchester | Boston, MA | 2001 - 2004 | [hspnetwork.org](http://hspnetwork.org)

- Formulated the budget and directed design for all company marketing collateral distributed at over 5 locations to 50,000 visitors.
- Designed and maintained the user interface and content of all company domains.
- Managed external ad agency for re-branding project presented to CEO and Board.
- Generated news releases, handled media requests and influenced the development of special interest stories related to the health centers.
- Streamlined the “Men of Boston Cook for Women’s Health” annual fundraising gala, which raised \$150,000 through sponsorships and ticket sales.
- Developed and implemented fundraising database to increase efficiency.

**Graphic Designer**

Computer Games Magazine | Richmond, VT | 2000 - 2001 | [cgonline.com](http://cgonline.com)

- Managed the budget, editorial design, illustration and layout of magazine.
- Created flat-plans and assigned magazine pages.
- Coordinated troubleshooting of prepress problems, oversaw resending of pages, visual check of film negatives.
- Designed and programmed monthly demo CD interface, sleeve and disk art.

**EDUCATION**

University of Vermont, Burlington, VT  
BA in Psychology, May 1998; Marketing Minor

**COMPUTER SKILLS**

**Operating Systems**

PC and Mac OS X

**Software**

Quark Xpress, InDesign, Illustrator, PhotoShop, ImageReady, Fireworks, Acrobat, Dreamweaver, Flash, Word, Excel, Access, PowerPoint

**Computer Languages**

XHTML, HTML, PHP, MySQL, CSS, JavaScript, ActionScript