

Curriculum Vitae

Eamon Brennan

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Referees on request

SKILLS

Business

Project management
Budgeting & Estimates
Research & Planning
Staff mentoring & Training

Creative

Web Development
Graphic design & illustration
Video production
Copywriting & editing

Information Technology

Web development (HTML, CSS, JavaScript, MySQL & PHP)
Adobe Suite (InDesign, Photoshop, Illustrator, After Effects & Premiere)
Microsoft Office (Word, Excel and PowerPoint)
Database design / Normalisation

I have varied experience as: a project manager; studio manager; and business owner, having run my own design agency for seven years. I am extremely IT literate, and highly creative. I am currently running my own web development and brand identity projects, while volunteering for the Worlds End and Lots Road Big Local, a charitable organisation operating in Chelsea. Until the onset of the current pandemic, I also helped to run London Ping, a popular series of community table tennis tournaments.

WORK EXPERIENCE

2018-2021: Returning to work

After my son returned to full-time education, I continued to work with private clients, mostly building websites, creating SEO strategies and developing brand identities: focussing on copy-writing, video production and content creation. I have also continued to volunteer for the Big Local, creating virtual classrooms in partnership with WEA training.

2012-2017: Home schooling

In April of 2012 I stopped working as a contractor, in order to home educate my son. Since then I have worked part-time, creating websites and identities for smaller, personal clients. I also began to volunteer at the Chelsea Academy as a table tennis coach, and at the Worlds End and Lots Road Big Local as a marketing consultant.

2011-2012: Consultancy and contracting

I returned to Tidalwave as a consultant, tasked with creating a new digital department prior to their acquisition by a larger agency, OTM Create. At the time, Tidalwave was spending £5,000 a month on unused or redundant services. I re-organised production, solved their IT issues; streamlined communications and hired new staff. By June 2011 the overhaul was complete and we had trimmed the monthly overheads down to essentials. Project management was put online using JIRA. In August the acquisition was successfully completed and the contract ended. I subsequently returned to general contracting. Clients included QVC (the online Shopping channel), QuickBooks accounting software and Tesco.com.

2008-2010: A return to full-time employment

Despite our various achievements, my company was a victim of the financial crisis in 2008. I was offered a post with Tidalwave, a tech agency based in Richmond, where I created websites and delivered email-marketing campaigns. In 2010 I joined English First. There I developed their mobile site, and implemented a major security overhaul of their signup funnel.

2001-2008: Running my own agency

In 2001, I set up an agency with a copywriter in order to work with our own clients. We quickly established a reputation in the emerging online gaming industry. We worked extensively on partnership marketing for InterCasino and Party Poker in those years. We also produced highly complex annual reports (both print and online) for firms in the City, including Amlin Insurance, Lloyd's biggest underwriters. We also delivered effective online advertising solutions for Dunhumby, the data analysts who created the Tesco Loyalty card scheme.

1993-2000: A switch to advertising

In this period I had successive long-term contracts at two of the world's biggest advertising agencies: Lowe Howard-Spink and Publicis. At Publicis I managed their direct marketing studio for two years. Throughout this time I was responsible for design, visuals and artwork on numerous direct marketing projects for clients such as Saab, RAC, On-Digital (later ITV Digital), Egg, Renault, Hewlett Packard and Sony Ericsson. I also spent time at a number of smaller agencies on short-term contracts.

1991-1992: My first management role

I became the first ever Studio/Technical Manager for Pentagram Design, one of the UK's oldest and most prestigious design agencies. I was responsible for building both their Macintosh/PC network and creating an artwork studio capable of outputting more than £2 million worth of high quality artwork each year.

1988-1991: A move to London

My first years in London were spent developing advanced skills in typesetting, layout and illustration, before taking on a challenging digital artworker/visualiser role for Wolff Olins, the corporate identity specialists. This was my introduction to brand development, delivering comprehensive and detailed identity solutions for BT, Vauxhall Motors and the Allied Irish Bank.

1987: Entering the design industry in Ireland

I began my career as an artworker in a small agency in central Dublin. I eventually decided that moving to London would provide greater challenges and experience.

EDUCATION

Third level: Certificate Course in Journalism, Rathmines College of Commerce, Dublin. (I left at the end of the first year)

LEISURE

I love playing guitar & bass guitar, coaching table tennis, and reading (history, politics and philosophy).