

CURRICULUM VITAE *(latin: The course of life)*

Eamon Brennan UPDATED: 8/06/2023

T: 07802 180 990

E: info@eamonbrennan.co.uk

W: www.eamonbrennan.co.uk

A: Unit 9, 39 Tadema Toad, London, SW10 0PZ

Referees on request

SKILLS

BUSINESS

Project Management

Budgeting & Estimates

Research & Planning

Staff Mentoring & Training

CREATIVE

Web & Print Design

Graphic Design & Illustration

Video production

Copywriting & Editing

INFORMATION TECHNOLOGY

Web Development (*HTML, CSS, JavaScript, MySQL & PHP*)

Adobe Suite (*InDesign, Photoshop, Illustrator, & After Effects*)

Microsoft Office (*Word, Excel and PowerPoint*)

Database Design & Normalisation

I have had varied experience as: project manager; studio manager; and business owner, having run my own design agency for seven years.

I am extremely IT literate, highly creative, and a good problem solver. I am currently running my own web development, content management and graphic design projects, while volunteering for London Academy, a school in Edgware.

My portfolio can be viewed at my website eamonbrennan.co.uk alongside various articles on subjects that currently interest me.

WORK EXPERIENCE

2022-2023: POST-PANDEMIC

There has been a shift in the nature of my projects throughout the post-lockdown period. Design and development are still a major part of my day-to-day work. However, I am now spending a lot more time on content management and SEO for various clients. I have also begun to design social media templates for a number of motor racing teams in the US.

2020-2021: PANDEMIC AND LOCKDOWN

The various lockdowns had a detrimental effect on most of my clients' businesses and my own work suffered as a result. I spent part of the lockdown volunteering at a local charity (Worlds End and Lots Road Big Local) who turned their offices into a food bank one day each week. I also worked on some small IT projects for another charity (Worlds End Under 5s Centre).

2018-2020: 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. Current projects include the design and build of a custom CRM platform; the creation of an online shop for an international retailer; and the redesign of an academy website.

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 in various roles.

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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 Dunnhumby, 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 (I am currently working through Tim Marshall's excellent Prisoners of Geography). I also run a pub quiz once a month in my local, and twice yearly for the charity Max's Foundation.