

Brendan McCourt

Web & Graphic Design, SEO, eMarketing, Social Media

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Objective:

To secure a creative position with a forward-thinking organization with an emphasis on its employees' enrichment

Skills:

Goal oriented, flexible, creative, fast learner, hard worker, keen eye for detail, excellent copy editor

Web & graphic design, audio & video production, desktop publishing

- Web/Graphics: Photoshop, InDesign, Dreamweaver, Illustrator, Captivate; HTML, CSS, CMS
- Audio/Video: Final Cut Pro HD, Media100, ProTools LE, iMediaTouch, Cool Edit Pro

Education:

Radford University, Radford, VA

B.S. Media Studies: Production Technology Concentration (May 2003); Pi Gamma Mu Honor Society

Professional Experience:

eMarketing Specialist: CDC Software

Programmed and executed online and email marketing campaigns via CDC's MarketFirst system. Supported the Web Management Team in the delivery of an effective Online Web strategy through the use of Sitecore CMS.

Project managed the creation of new email campaigns from inception through design, developing, testing, optimizing, sending, and tracking. Worked with the Internet Marketing Manager to optimize e-marketing campaigns in support of global SEO initiatives. (2/10 – present)

Webmaster & Graphic Designer: gomembers, Inc

Oversaw and executed every aspect of the software company's websites including all design, graphics, and content creation. Copy editor. Authored 1/4 of the content. Maximized SEO obtaining top 3 rankings on Google and Yahoo. Designed and created a wide range of marketing materials for web, print, email and trade show displays. Designed and executed all email and PPC campaigns. Produced automated software demos with my narration. Contributed to product branding including logo design and software look and feel.

www.gomembers.com and **www.meetingtrak.com** (3/05 – 2/10)

Broadcast Specialist: John F. Kennedy Center for the Performing Arts

Shot video and ran sound for the archiving and web broadcast of the Millennium Stage's daily performances.

(9/04 – 10/05)

Web Maintenance & Marketing Assistant: gomembers, Inc

Under contract: Updated web pages. Disseminated and archived press releases. Created graphics for blast emails, sales promotions. (11/04 – 1/05)

Board Operator/Production Assistant: 99.1 HFS, Infinity Broadcasting

Ran the broadcast of syndicated and voice-tracked programs. Operated remote broadcast equipment on-site and in-studio. Produced remote air-talent from the studio. Artist and movie drops, commercial and ID preproduction.

(3/04 – 1/05)

Manager & Marketing Director: Several DC area bands (Politicks, Modern Thieves, The Pocket, Jon Braman)

Designed and maintained bands' websites and social networking pages. Created graphics for online and print promotion including posters, flyers, postcards and newspaper ads. Designed media kit for record labels, press and venues. Authored band biographies, press releases and email newsletter. Designed merchandise. Oversaw and executed frequent correspondences with venues, fans and businesses. www.modernthievesmusic.com, www.myspace.com/politicks (5/03 – present)

Freelance Work:

Hillsdale Animal Hospital, Designed and maintained website, SEO, www.hillsdaleanimalhospital.com

Liberte Clothing, Created a 30 page catalog for retail and wholesale distribution. Web banners. Media kit for press and potential distributors.

Applied Knowledge Group, Created detailed map of Lebanon for government contract. Created InDesign templates for newsletter. Designed presentation folders. Trade show booth display/signage.