



# Nic Brennan

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**PERSONAL**    Born in Oxford, England in 1971 – Currently living in Singapore.

**OBJECTIVE**    A digital marketing leadership / management role with a globally expanding company where I can use my hands-on technology and creative experience to help evolve their business in Asia Pacific.

**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 Certificate  
Photography, Animation, Graphic Design  
1989 – 1990

**EXPERIENCE**    **Executive Creative Director MRM Singapore (McCann Worldgroup)**  
April 2011 – October 2011  
Responsible for the digital 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 Management
- Creative Consulting, idea generation (facebook, mobile apps, sites etc...)
- McCann Asia Pacific Creative Council Member
- Vendor Management
- Successfully integrated the MRM and McCann creative teams
- Executed the pilot agency creative garage with Facebook Singapore

**CEO and Creative Director at FLUID**

April 2006 – April 2011  
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 others.

Key Roles:

- Marketing (helping clients create digital marketing calendars)
- Creative consulting, idea generation
- Vendor / Agency management
- New business development & event planning

<http://www.fluid.jp>

## EXPERIENCE

### **Creative Director at RTT Japan (consultant, whilst at FLUID)**

2008 – November 2009 (1 year)

Creative Consultant working with RTT global auto industry clients on interactive 3D marketing content creation and production. Focused on educating Agency Creatives with new technologies such as handset controlled car configurator systems and Augmented Reality technology. Clients included: Audi, BMW, BMW Alpina, Lamborghini, Porsche.

Key Roles:

- Involved in starting-up the Japan office and Marketing the business.
- Demonstrating the latest Augmented Reality Solutions to Agencies:

Sample: <http://www.fluid.jp/client/RTT/ARealityData/index.html>

- Creative concept development for clients / agencies
- Presenting ideas / services to clients
- Vendor management / Marketing events planning / film editing

<http://www.rtt.ag>

### **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, and web production services 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:

- Staff Management
- Online Marketing & Planning
- New business generation
- Digital Creative / marketing concept generation and production management
- Managed VW Japan site for 7 years
- 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.

<http://www.furthercreative.co.uk>

## SKILLS

- Digital Marketing and engagement planning
- Idea generation, leading brainstorming for creative brief creation
- Technology focused research (as a catalyst)
- Basic Japanese (have worked in Japanese and Chinese environments)
- Hands-on people management
- Analytics for ROI
- Vendor management
- P&L / financial forecasting / new business generation / writing

## TECHNICAL SKILLS

- Proficient in most major graphic design / web design software and Microsoft office suite of applications. Both Mac & PC
- Working knowledge of RTT DeltaGen 3D Software
- Working knowledge of Video Editing Software including Adobe After Effects, Premier, Final Cut Studio, and various sound editing suites
- Experienced with most major analytics software such as omniture, webtrends and fireclick
- In 1998 I was responsible for managing the Adobe English Helpdesk in Japan for all applications. (Consulting role via PANACHE Interactive)
- Flash animation and ActionScript knowledge (screensavers & games)
- Confident in working in multiple languages (English, basic Japanese)
- Experience designing iphone / ipad applications (knowledge of iphone 4 adk limitations)
- Experience with 3D development for Augmented Reality
- Developed 3D car configurator system for showroom / web
- Video direction skills including concept storyboarding and film editing
- Working knowledge of DoubleClick Studio
- Hosting Management and web production knowledge (dns management etc...)
- Working knowledge of Cpanel
- Facebook App Dev Knowledge
- Multi-handset NTT imode website development experience (+QR codes)
- Print production experience (CMYK artwork generation and typesetting)

## INTERESTS

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

## 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

References available upon request.