



Nic Brennan

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PERSONAL Born in Oxford, England in 1971

OBJECTIVE A digital marketing leadership / management role with a global company where I can use my hands-on technology and creative experience to help evolve their Interactive business.

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 **CEO and Creative Director at FLUID**
April 2006 – Present
Founder and Creative Director supplying digital creative marketing solutions for 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:

- Digital concept support for agencies
- Creative consulting, idea generation
- Vendor / Agency management
- New business development

<http://www.fluid.jp>

Creative Director at RTT Japan (consultant)

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
- Demonstrating the latest Augmented Reality Solutions to Agencies
sample: <http://www.fluid.jp/client/RTT/ARRealityData/index.html>
- Creative concept development for clients / agencies
- Presenting ideas / services to clients
- Vendor management / events planning / film editing

<http://www.rtt.ag>

EXPERIENCE

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 25 skilled creative and production specialists.

Key Roles:

- Staff Management
- Recruiting
- New business generation
- Digital Creative / marketing concept generation and production management
- Client presentations
- 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

- Communication
- Idea generation, leading brainstorming for digital creative brief creation
- Technology focused research
- Attention to detail
- Hands-on people management
- Management skills (trained)
- Vendor management
- P&L / financial forecasting / new business generation
- Writing (for the last 3 years FLUID has created the Citigroup Japan internal online magazine for 18,000 staff, my role includes design, production, interviewing key management staff and 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.
- 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
- Experience setting up on-site web servers with live web cameras (FIAT beach café and Tokyo Motorshow)
- Multi-handset NTT imode website development experience (+QR codes)
- Print production experience (CMYK artwork generation and typesetting)

INTERESTS

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

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.