

Brendan McNamara

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EXPERIENCE

Graphic Designer | **Cyber Security Summit** (2021 - Present)

Responsible for designing materials for our Sales, Sponsorship and Marketing departments. Such as Invitations, Emails, Digital Banners and Magazine Ad's for all of The Official Cyber Security 2021 Summits. Work with individual clients on designs for their Summit experience. Work with partners and logistics team to update and maintain all content for each individual summit. Create and update micro-sites. Develop new branding for products, subscriptions and events.

Digital Marketing Designer | **PEI Media** (2018 - 2020)

Responsible for designing marketing material used to promote global conferences for Private Equity International. Includes Emails, Digital ads, Infographics, Printed event Brochures, and Physical On-site Collateral related to conference division. Design both digital and print assets for 8 publications under PEI media. Such as Magazine ads and industry content Whitepapers. Responsible for marketing material related to the CULC event, such as convention videos, webinars, and social media campaigns. Assist with the rebranding of publications and products associated with them. Designed collateral for sales division, including products and digital subscriptions. Created email campaigns for new issue publication alerts and digital assets for all of PEI's websites and newsletters.

Graphic Designer | **EME Group** (2017 - 2018)

In-house designer for NYC-based engineering and architecture firm. Responsible for marketing material, such as client presentations, logo design, image retouching, interior signage and advertisements while complying with company brand guidelines. Layout design for company proposals for clients. Design internal company documents. Edit HTML website.

Graphic Designer | **Riverdale YM-YWHA (JCC)** (2015 - 2016)

Designed web, print & digital advertisements, promotional posters, faculty banners and brochures. Created animated gifs, motion graphic videos, infographics & artwork for social media and various JCC events. Created seasonal course catalogue of JCC programs complying with JCC branding guidelines. Conducted membership direct mail campaigns. Assisted with outreach, marketing and membership documents for staff and members. Designed apparel for staff and members.

Marketing Specialist | **CAD BLU, INC.** (2013 - 2015)

Rebranded 3D factory division logo and guidelines. Designed print advertisements for Lab Management Today magazine. Created lab sheets, on-site banners and digital assets for the Vivid Zirconia brand. Created advertisements used for jewelry publications, such as JCK and MJSA. Designed marketing sales books for CAD BLU products such as 3D Printers, Scanners and Services. Developed PPT presentations, Emails and Video's used by sales and marketing team.

Freelance Designer | **McNamara Graphics** (2012 - Present)

Client List:

- SAJE • Proto Products • Vitale Woodworks • 100Kin10 • FunHouse Features • AIChE • eLUXE 3D
- BMCC • Alumni Toolkit • MLBTR • GMI Films • Lorelli Associates • JefHoo Jewelry

EDUCATION

SUNY Polytechnic Institute - College of Arts & Sciences **Utica, NY**
Master of Science Degree - **Information Design & Technology** July, 2019

University of New Hampshire - Keene State College **Keene, NH**
Bachelor of Arts Degree - **Graphic Design** May, 2012

SKILLS

Adobe CC (InDesign, Illustrator, Photoshop, After Effects, Dreamweaver, Premier Pro, Animate, XD) HTML 5, CSS, Wordpress, Joomla, Final Cut Pro, Cinema 4D, Sketch, Microsoft Office (Word, Power Point, Excel)