

PERSONAL DETAILS

Name	Dan Brenner
Portfolio	http://dnbrnr.com
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OVERVIEW

A senior leader and decision maker responsible for strategy and implementation of effectively persuasive digital solutions with a demonstrated ability to understand complex business operations and bring creative ideas to market that are focused on solving client's revenue needs through a deep understanding of the dynamic customer journey.

EXPERIENCE

Weber Shandwick

Nov 2011 – Present

Director, Digital Strategy + Creative Platforms

- Directly responsible for the strategy and execution of integrated digital marketing programs and technology solutions across a variety of industries for multiple clients focused on innovative technology
- Designed large-scale buildouts and unique one-of-a-kind digital activations with clients and account teams for some of the agency's largest programs including Milk, Unilever, Lumara Health, American Airlines, Kimberly-Clark, Dunn and Bradstreet, General Motors, Honeywell, Samsung, Royal Caribbean, Verizon, CMS, and Maryland Health Benefit Exchange
- Assigned to the agency's most critical accounts and opportunities to define solutions for those problems that pose deep complexity
- Responsible for project oversight of multiple web projects encompassing complex technology integration and project teams ranging in size from two to ten individuals while providing the overall concept, strategic and creative ideation, and functional requirements with a focus towards quality and budget

Planit

Apr 2010 – Oct 2011

Interactive Project Manager / Account Executive

- Lead 20+ fast-paced digitally-driven accounts/clients through a variety of short and long-term projects
- Provided leadership within the agency and client-facing strategic planning
- Maintained a high-level of knowledge for the client's business in order to direct and contribute to the creative, media buying, research, strategic planning, and marketing development processes

Planit

Jan 2010 – Apr 2010

Front-End Developer / Web Designer

- Produce validated HTML/CSS across specified browsers/devices for a large range of projects in a fast-paced agency environment
- Work directly with the development team in producing/designing user interfaces for a number of CMSs and web-based applications
- Helped development team create jQuery/javascript/AJAX solutions to enhance usability and user experience on web projects
- Offered recommendations on content and development solutions, while designing and implementing electronic marketing collateral using Adobe Suite of products

ADDITIONAL WORK EXPERIENCE PROVIDED UPON REQUEST

EDUCATION

University	Salisbury University, Perdue School of Business
Degree	B.S. Business Management Marketing (<i>double</i>) B.A. Advertising Design (<i>minor</i>)

SKILLS

Front-end Development (HTML(5), JS/CSS)
Highly-Proficient in Entire Adobe Creative Suite
Cooperative Leadership Skills + Extremely Personable
Branding + Identity
New Product Design + Implementation
Workflow Efficiencies
UX / UI Wireframing + Interaction Prototyping