

## PERSONAL DETAILS

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Name	Dan Brenner
Web	dnbrnr.com
Phone	(410) 251-8634
Email	danbrenner3@gmail.com

## OVERVIEW

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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

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**Weber Shandwick**  
Nov 2011 – Present

### Vice President, Digital Strategy + Platforms + Marketing Technology

- 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 innovated 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 GSK, Unilever, ExxonMobil, Papa Johns, CareFirst, Johns Hopkins Health System, Exelon, AMAG Pharmaceuticals, American Airlines, Kimberly-Clark, Dunn and Bradstreet, General Motors, Honeywell, Royal Caribbean, Verizon, USAID, BWI, PhRMA, Ericsson
- 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 Advertising**  
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 Advertising**  
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
- Created 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

**Freelance**  
Jan 2008 – Present

### Development + Technical + Performance Marketing Consultant

- Support a wide-range of industries and organizations with consultative guidance and execution surrounding all things digital. This includes large-scale website implementations, CRM and integrated platform navigation, tech stack evaluation and delivery, and nearly all components related to performance marketing
- Design and implement advanced analytics strategies + reporting platforms
- Collaborate with media partners to implement best-in-class attribution systems for the purpose of paid media tracking and triggering

## EDUCATION

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

## SKILLS

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