

## Bert Brown

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bertbrown.biz

978.239.7070

Skills:

### Adobe Suite

After Effects, Premiere (& FinalCut), Photoshop, Illustrator, InDesign

### Digital/Social Media

Email blasts, web banners, social media campaigns, pre-roll

### Cinema4D

Mograph, Dynamics, modeling, some character animation

### Web Design

Dreamweaver, Muse, HTML/CSS, Responsive design

### Copywriting & Concepts

working with a team focused on branding, incorporating Tier 1 messaging, engaging material

### Logic and Ableton

music production, sound design

### Office and iWork

Word, Excel, Pages, Keynote

Education:

### Sarah Lawrence College '05

B.A. Visual Arts

### St. John's Prep '99

I enjoy:

### Streamlining and Organizing

Expressions in After Effects and systems to help production.

**References available by request.**

### Media Results (Wilmington, MA) 2009 to present, Designer/Manager

- **Creative:** Designed and animated campaigns across television and digital marketing; generally up to 3 a month across 30 dealerships with companion email, web, and print pieces. Fully up-to-date and compliant with 7 major automotive brands. Rebranded *Work Out World* in winter of 2014 to raise the quality of their look and messaging under new ownership.

- **Marketing:** Worked closely with media buyers and directly with clients to devise strategies in 7 states and 15 markets, between television, radio, email blast, print, and billboards. Helped *Victory Automotive Group* grow from 17 dealerships to 30+ in under 5 years while maintaining consistent "feel good" branding and attention grabbing messaging.

- **Production Management:** Coordinated a team of up to 7 to produce a variety of content under tight deadlines and budgets, producing well over 100 deliveries a month (TV, radio). Auditioned and scheduled talent for green screen filming and radio recordings. Processed footage from both internal studios and a dozen different on-site teams. Ultimately delivered to a variety of stations in a variety of formats. We worked hard and produced a lot content with an "A+ record" of quality control, only possible with systems of organization and versioning designed by myself.

### Freelance Work

- **Avillability.com:** marketing for high end villas in St. Bart's, St. Marten, Mexico. Video production, website design, and various print.

- **Dolly Adventures:** Development and marketing of a series of children's books. Websites/e-shops, discovered new authors and artists, product photographers for imagery for promotional materials, converted the artwork to animations and eBooks.

### RelaTV (Astoria, NY) 2007-2009, Junior Designer

- Managed production team of animators and artists for *ESPY's 07* graphics package. Helped with rebranding of *Animal Planet's* channel-wide graphics packaging and After Effects templates. Other clients included: *History Channel, Discovery, BET, and American Express.*

### PVI.tv (Manhattan, NY) 2005-2007

- After Effects/Photoshop work, rotoscoping and logo replacement