


# BRENDAN MORAN

CREATIVE DIRECTOR (ART)

## CONTACT

---

 [Brendan@BrendanTM.com](mailto:Brendan@BrendanTM.com)

 917-885-4131

 [BrendanTM.com](http://BrendanTM.com)

 [linkedin.com/in/brendantm](https://www.linkedin.com/in/brendantm)

 [behance.net/brendantm](https://www.behance.net/brendantm)

## BIO

---

I'm a hands-on conceptual creative director, leader, strategist and technologist. Adept at leading/inspiring creative ideation and leveraging data/technology to create impactful, effective and transformative creative in any medium.

Beginning in 2002 when I joined The Hub (one of the first all digital agencies in NYC) where I art directed the content creation for Polo Ralph Lauren's and Sony Electronics' first eCommerce sites.

In 2006 I joined Henry Kravis' media holding company PRIMEDIA where I led the digital transformation and content creation of over twenty publications and several cable TV networks.

Beginning 2010 I was a founding team member of Mercedes-Benz USA 's newly formed in-house agency where I honed my creative skills in both new and traditional media. Here I was recognized for creating transformative digital experiences, receiving multiple awards and industry accolades. As a result I was invited to the 2015 International Festival of Creativity in London to be a guest speaker on digital storytelling.

In 2015 I was recruited by Spark44 to lead the New York City creative teams, where I oversaw the creative/content direction of several international brands such as Jaguar, Land Rover, Master & Dynamic, Corelle, Tetley Tea and Eight O'clock coffee.


# BRENDAN MORAN

CREATIVE DIRECTOR (ART)

## CONTACT

---

 [Brendan@BrendanTM.com](mailto:Brendan@BrendanTM.com)

 917-885-4131

 [BrendanTM.com](http://BrendanTM.com)

 [linkedin.com/in/brendantm](https://www.linkedin.com/in/brendantm)

 [behance.net/brendantm](https://www.behance.net/brendantm)

## EDUCATION

---

### University of Hartford

Bachelor of Fine Arts  
Visual Communication  
Design and Film/Video

## SKILLS

---

Creative Management  
Art Direction  
Photography  
Direction/Production  
Film/Video  
Direction/Production  
VFX/CGI Supervision  
AI/Computer Vision/  
Generative Neural  
Networks  
Identity Design  
Motion Design  
Print Design  
UX/UI Design  
Film/Video Editing  
Adobe Creative Cloud  
Sketch  
DaVinci Resolve  
Spark AR/VR Studio  
Sprinkler  
Facebook Creative Hub

## WORK EXPERIENCE

---

### **Creative & Strategy Consultant** | Various | 2019-Present

Provided audience and insight driven content strategies and creative platforms. Created and executed several agile content production platforms—supervising the distribution and placement of final assets.

*Audi, Russell Athletic, The North Face, Edit+, Bank of Nebraska and The International Chambers of Commerce*

### **Group Creative Director** | Spark44 North America | New York, NY | 2015 – 2020

Led the Spark44 New York creative teams in strategic ideation and execution of broadcast, social, digital, experiential, and CRM campaigns.

*Jaguar, Land Rover, Eight O'Clock Coffee, Tetley Tea, Master & Dynamic and Corelle Tableware.*

### **Creative Director** | Spark44 North America | New York, NY | 2015 – 2020

Led the Spark44 New York creative team in the ideation and execution of creative in social, digital, experiential, and CRM verticals for Jaguar and Land Rover.

### **Creative Director** | Mercedes-Benz USA | Montvale, NJ | 2012 – 2015

At Mercedes-Benz USA's internal agency I led a team in the concept, pitch, and development of integrated TV, print, digital and social media campaigns for Mercedes-Benz, Smart Car, and Freightliner. In addition I was the Daimler global brand design representative of North America.

### **Sr. Art Director** | Mercedes-Benz USA | Montvale, NJ | 2010 – 2012

Working with a copywriter I conceptualized, pitched, and produced integrated campaigns and digital/social media content for Mercedes-Benz USA's internal agency.

### **Sr. Art Director** | Mind Over Eye/Motor Trend group | Los Angeles, CA | 2009 – 2010

Concepted, pitched and supervised the creation of media content partnerships and experiential activations for Pirelli, General Motors, Samsung, and Intel.

### **Design Director** | Automobile | Ann Arbor, MI | 2009

I led the art/photo departments in the monthly execution of this high-profile automotive publication, website and related digital video/TV content.

### **Group Art Director** | The Enthusiast Network: TEN | New York, NY | 2005-2009

Led a team of art directors and designers in the re-branding and digital transformation of over 20 traditional print and broadcast media properties. Also was an integral part of developing and executing the brand partnership content platform.

### **Art Director** | THE HUB | New York, NY | 2002-2004

Art directed digital experiences and advertising from concept through production

*Clients: Sony, Polo Ralph Lauren*