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Minneapolis, MN

BRENDAN MEIER

Creative & Marketing Solutions

EXPERIENCE

DIGITAL MARKETING SPECIALIST • Holy Family Catholic High School • 2020-Present

Develop enrollment, fundraising, and awareness content campaigns. Led execution of creative communications to exceed enrollment goals by 15% and fundraising goals by 20% in 2022. Manage communications and creative design across print and digital channels. Establish design standards, tools, and guidance for brand image, and maintain a network of vendors, artists, and creators for project support.

MARKETING CREATIVE CONSULTANT • Contract • 2012-Present

Service a variety of clients' marketing and creative needs. Work directly with leadership to develop campaign KPIs, creative teams, service pipelines, and multi-channel ROI reports. Manage and build cross-disciplinary teams, budgets, and timelines to achieve each organization's

MULTIMEDIA MARKETING SPECIALIST • Chu Vision Institute • 2018-2020

Conceptualize, manage, and produce all digital and print media. Facilitated a 200% increase in social media engagements through the adoption of content trends, audience engagement, and B2B/B2C collaboration. Identified and developed new media opportunities.

PRODUCTION ASSISTANT • Silker Studios • 2017-2018

Oversee logistics for Ranger Boats/Bass Pro video/photo production shoot. Manage social media creative development, collaborative efforts, and product placement. All things logistics: camera management and operation, lead b-role, editing & culminating, large vehicles operation (boats, trucks), location, props, talent, and more.

CONTENT CREATOR • Local Tourist Clothing Co. • 2012-2016

Creative lead on video production, branding, ad campaigns, product design, and more. Manage cross-industry popups, field events, and campaigns for brand awareness, retail contracts, lead generation, and marketing influence.

EDUCATION

B.S. • Communications & Marketing (Technologies Emphasis) • University of Phoenix • 2015-2018

Minor • Graphic Design • University of Minnesota • Transfer Credits • 2011-2014

Google Ads Certified • Search, Display, Video, Creative • 2019

SKILLS

Creative team management • Brand Development and Oversight • Expert Proficiency Adobe Creative Suite • Mastery of Digital & Print Content • Strong Video & Photo Production Experience • Proven abilities in Web & UX/UI • SEO/SEM • Full-Stack Marketing • Life-cycle Campaign Marketing • Digital Ad Marketing • Prolific in Google & Meta Ads • CMS experienced • Salesforce Experienced • Public Speaking • Microsoft Office & Google Business • Written and spoken communicator • Herculean work ethic • Quick learner • Team player