

# BRENDAN DELANEY

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## EXPERIENCE

### Brand and Marketing Specialist

#### Varian

*(May 2023 - Present)*

Create multimedia content to support Global Brand and Marketing initiatives, including animated banners for email blasts, promotional videos for various business lines and creative assets for trade shows. Partner with creative agencies in support of creative content for product launches. Work hand-in-hand with the Strategic Advisors to provide departmental support in whatever areas are needed.

### Brand and Communication Specialist

#### 8x8

*(February 2021 - April 2023)*

Drove 8x8's Employer Brand by creating videos, animations, and graphics for 8x8's career website and social channels. Ran the Instagram and Facebook life page accounts; impressions grew 35% after taking it over. Worked with other groups in the company including HR, facilities, IT and marketing to curate content that promoted and enhanced their departments. Responsible for making personalized welcome videos that were sent out to every new employee at 8x8; I made over 300 videos. Managed 8x8's Glassdoor page by responding to reviews, requesting feedback from employees and removing fake ratings; Glassdoor rating of 4.1 stars.

### Designer + Art Director

#### Freelance

*(January 2019 - February 2021)*

Provided design and art direction services to clients from a wide variety of industries including sports, entertainment, music, real estate and more. Helped brands of all kinds build their visual brand identity and tell their story. Involved in requirement gathering, visualization, conceptualization, layout, and complete management of the creative aspect of the project.

### Motion Graphic Animator

#### Allen Hall Advertising

*(September 2019 - June 2020)*

Collaborated with the creative director, copywriters, and art directors to create the visual identity of the Oregon Women's Basketball campaign to increase home game attendance. Turned the designer's work into motion graphics for social media and digital advertisements to take the campaign to the next level. Increased ticket revenue by 80% with 2x as many tickets sold from the 2018-2019 season. Team was #2 in attendance in the NCAA.

## EDUCATION

### University of Oregon

*June 2020*

BS Advertising

School of Journalism and  
Communication (3.7 GPA)

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere  
Adobe After Effects  
Motion Graphics  
Employer Branding  
Project Management  
Brand Compliance  
Brand Identity  
Powerpoint  
Squarespace  
Public Speaking

## INTERESTS

Music (Piano, Guitar and Drums)  
Storytelling  
Travel  
Cliff Jumping  
Pickleball  
Mountain Biking