

Brendan Tripp

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CAREER SUMMARY

A communications professional with a proven track record of packaging difficult concepts and making them understandable. A manager who utilizes information technology, including web, social media, and virtual world development to increase product and service awareness. Employs innovative approaches to plan and implement multi-platform presence to meet the needs of clients. In addition, uses top-notch writing and design skills to develop creative marketing materials to ensure effective message delivery.

**Marketing ... Project Management ... Writing/Design/Graphics ... New Media
Editing/Layout ... Web, Social Media & Virtual Development ... Client Relations
Meeting Planning ... Theme Development ... Presentations ... Press Events**

PROFESSIONAL EXPERIENCE

Consulting/Freelance, Chicago, IL 2009 – present
Working with assorted agencies, companies, organizations and individuals to develop social media presences, web content and design, and communications.

- Developed Ning site for global on-line educational service, bringing their web presence to the Alexa 100k in 3 months; site currently ranked #50 of all Ning sites in Alexa traffic. Involved in on-going management, maintenance and expansion of the site as well as consulting on additional associated projects both on and off the web. Designed, built, and responsible for on-going development of a Second Life headquarters featuring video and text resources, conference space, and other school-related materials and activities.
- Created an alumni site for a Chicago public grade school, an outreach site (and social media resources) for a “new age” center, an information site for a Credit Union services group, a web/networking site for an internationally known martial arts school, and a book resource site for a noted Chicago author, among other projects.
- Developed the web presence for a “hyper-local” web TV news project in Evanston, with on-going site management and P.R. outreach involvement.
- Presented a program on marketing in Second Life to the staff of a Chicago agency. Re-wrote web copy for another Chicago “New Media” agency. Participated in numerous organizations’ programs and networking functions.
- Written “*The Job Stalker*” blog for the Chicago Tribune’s Chicago Now site since October 2009, and have appeared on the “Chicago Now” radio program on WGN-AM. Reviewed “new media” books by authors of Wiley and other publishers, featured on “*The Job Stalker*” and other blogs.

SIMUALITY, LLC / LIMINATI, INC., Evanston, IL 2007 – 2009
A “new media” firm specializing in multi-platform communications projects, and developer creating virtual world builds and commercial “incubator” concepts for the Metaverse.

Director of Communications

Created, supervised, and coordinated all communications efforts for company, including the SlippCat, Avatrait, and RetailGenics divisions and various other projects.

- Wrote and managed all media contacts, including virtual world specific, national press, and local mass media. Developed press/info kits for assorted industry events.
- Oversaw, created content, and in many cases coded Web sites for company and client projects, interfacing social media with Internet and Metaverse elements.
- Created virtual world tools for communications and awareness of Metaverse programs which drove traffic to in-world builds and developed brand awareness.
- Developed and edited a line of art books to promote the Avatrait division.
- Coordinated Avatrait’s presence at an international art festival in Florence, Italy, including writing and shooting video presentations for company partners.
- Wrote proposals and developed support materials for numerous new client and investor pitches.
- Developed wide array of promotional materials for increasing brand awareness for the SlippCat division.
- Coordinated company’s “social media” image including blogs, Twitter feeds, Second Life presence and images, and “Ning” sites for clients and projects.
- Developed concept for international organization to consolidate far-flung web assets and integrate these with various social media, web, video and Metaverse channels.
- Coordinated virtual world aspects for several in-house and client projects

CLUB Z! IN-HOME TUTORING, Chicago, IL
A franchised tutoring service newly introduced to the Chicago market.

2004 – 2007

Area Marketing Director

Responsible for building “brand” awareness in the downtown Chicago market, including developing information and out-reach materials to build relationships with over 70 area schools and advertising programs to reach target audiences.

- Developed various direct-mail campaigns for reaching targeted potential client populations, professional referral sources, and community groups.
- Designed and placed advertising in assorted magazine, newspaper, and phone directory media vehicles. Wrote or cooperated in the development of promotional media stories.
- Created web presence for both downtown Chicago franchise and for area participants in the NCLB program.
- Developed on-line advertising program including search engine ads and banner ads placed on strategic sites.
- Coordinated production of “outreach” materials for area school personnel, and supervised the distribution and contact program.
- Developed presentations for key CPS program meetings, introducing Club Z! and its services.

ESCHATON PRODUCTIONS, INC., Chicago, IL

1993 – 2004

An entrepreneurial start-up consisting of a publishing company, Eschaton Books, and a meeting planning company, E.P. Events.

President

Oversaw all management functions including customer and author relations, print buying, accounting, warehousing, order fulfillment and shipping. In addition, edited, designed and typeset numerous books and a magazine and created graphics for covers and other illustrations. Also, offered meeting planning and seminar expertise to a wide range of clients.

- Established and edited a quarterly literary journal to increase reader awareness of available books and new releases.
- Identified and contracted with distribution group to streamline order fulfillment which reduced usage of 6 national wholesalers and expanded placement of books into major bookstore chains.
- Planned and produced advertising and promotional programs to support new book releases and ongoing sales which included the development and maintenance of an award winning website.
- Spearheaded the release of a specialized psychological book by rewriting the manuscript and redesigning the training manual.
- Reduced printing costs by 15% by negotiating price differential for larger quantities.
- Acted as a consultant for a gourmet health food product for by developing a marketing plan and strategic direction for the product.
- Provided consultation for leadership conference for an alternative religion including scheduling speakers, timing and structuring events.
- Sought out manuscripts and developed 25 book projects that included editing, typesetting, designing and manufacturing the books as well as promotion and distribution.

MARIAN TRIPP COMMUNICATIONS, INC., Chicago, IL

Previously

A “boutique” Public Relations firm specializing in the promotion of consumer packaged food products and companies within the food and beverage industry.

Vice President

Reported to the President. Responsible for the overall management and direction of press conferences and media events including working with clients, developing press materials and kits, coordinating press and hotels, supervising catering staff for recipe run-throughs, and ensuring the meeting rooms and facilities met designated standards. Responsibilities also included project management, developing promotional copy and press releases, event sponsorship, promotional events, arranging media tours, working with home economists on product usage, and researching and identifying appropriate speakers.

- Developed and implemented public relations programs for major food product companies resulting in increased sales, successful new product introductions and expanded customer loyalty.
- Created meetings, conferences and special events for groups ranging from 30-350 participants that included press fly-ins, briefings, new product events, major conferences and quarterly meetings for food product companies and food associations.
- Consistently demonstrated resourcefulness in meeting client requirements within budget and achieving quality standards.
- Produced public relations programs through a wide spectrum of vehicles including press conferences, award programs, radio contests and media tours resulting in increased product awareness.
- Designed ongoing publicity materials to the food press for client products, including writing copy, coordinating recipe creation, and over-seeing photography.
- Developed and maintained press contacts for public relations campaigns resulting in ongoing exposure and special placement of key product stories.
- Created innovative approaches for communicating client stories to the press.

EDUCATION AND PROFESSIONAL TRAINING

The Chubb Institute, Chicago, IL
Diploma, *Web Development and Business Programming*, 2003

Lawrence University, Appleton, WI
B.A., *Religion/English/Art*, 1979

ADDITIONAL STUDIES

Northwestern University, Evanston, IL
Radio/TV/Film

Illinois State University, Bloomington-
Normal, IL *Communications*

University of Chicago, Chicago, IL
Publishing

INDUSTRY ACCREDITATIONS/MEMBERSHIPS

Certified Meeting Professional – *Convention Liaison Council* - 1994

Chevalier – *Confrie de la Chaine des Rotisseurs* - 1990

Toastmaster - *Extreme Toastmasters Club - Club #595201, Dist #30* - 2006