



John J. Brogan, Jr.

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Director with a record of driving business for diverse industries. Passion for creating sharp, professional, and unique designs and messages that immediately attract attention and drive responses. Skilled in developing high-impact marketing materials, brand identities, digital and print designs. Track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges. Known for taking a hands-on approach in directing artists, collaborating with clients, and bringing creative concepts to life.

Notable Skills

Marketing & Advertising: Promotional Conceptualization; Strategy, Planning & Direction; Content Creation & Content Marketing; Management of digital funnels; Multi-channel Management; Social Media Campaigns; Email Campaigns.

Interactive Campaigns Artistic Leadership: Graphic Design; Conceptual Direction; Photography Art Direction; Typography; Layouts & Compositions; Font & Color Management; Photo Shoot Oversight; Multimedia Development.

Business Development: Identity Development; Logo Design; User Design Experience (UXD); Customer Service; Company Branding; Client Interviews; Corporate Communications; Digital Client Relationship Management (CRM).

Web Elements: Website Design; Direction of Web Development; E-commerce; Web Video scripting, direction & editing; Copy writing & editing. Animation (Flash & HTML5)

Software Skills: Adobe Creative Suites CC, CMS (Wordpress, drupal), Moz, Various Marketing Software such as Eloqua, Marketo, Hubspot; Notepad++, HTML5, CSS3, PHP, JQuery/JS,.

Print Materials: Brochures; Newsletters; Posters & Signs; Collateral Materials; Digital File Management

Team Management: Staff Inspiration & Training; Hiring & Recruiting; Project Management; Production Oversight; Cross-Functional Communications; Budget Management; Presentations; Freelancer Selection & Management.

Great Expectations Marketing, LLC

July 2012 – Present

Creative Director/Founder

Actively directed and managed numerous content marketing campaigns whose scope included input into strategy, managing of plans & tactics, building online funnels, creating content for these campaigns and providing monitoring, analysis, reporting and testing.

Transformed messaging into User Focused content

Created and Conducted numerous workshops for small business. Digital/Content Marketing, Word of Mouth Campaigns, Email Marketing, Social Media Marketing as well as Customer Service. Workshops where either ½ day or 6 sessions in length.

Managed budgets, creative deliverables and in-house teams and freelancers to lead all phases of campaigns.

Client Facing Presentations and Business Development with Senior Executives and Key Decision Makers.

Get Out To Hunterdon – Successfully brought this concept into being. Designed and produced: site, marketing strategy, marketing plans, designed email campaign, social media campaigns, instituted SEO/SEM campaigns, and media kits. Managed freelancers.

Goose Buster Blinds – Provided new marketing and branding strategies and solutions for this start up.

Overall management of all digital and print work. Designed the site, trade show booth and all marketing materials. Developed the inbound lead and SEO key phrase campaign.

Legends Designs & Graphics, LLC**March 2007-July 2012**

Co-founder, Senior Business Development Manager/Creative Director

Built to provide a single source for creative work, brand management, and production of print products. Managed the in-house team of 8, as well as, outsourced freelancers and vendors. Directly Responsible for company growth, **attaining \$750,000 in gross sales** in a two year period.

Attained the **Far Hills Steeplechase** account and expanded the account to redesign and manage their merchandising program. Increased one day sales by 250%.

Sought out by **the Olde Mill Inn** to salvage their marketing materials program.

Secured **Budd Van Lines** as a major account, managed the brand and sourced production.

Selected to design the **Jersey Fresh** Horse Event program and promotional images.

Acquired the **Garden State Safe Lawns** account for rebranding, redesign, and marketing campaigns.

Provided innovative designs and productions for **Roman Jewelers** for events, marketing and promotions.

Furnished designs for the **Rockefeller Center** Christmas Tree Event.

Managed the overall company, set schedules, budgets and goals. In charge of business development, estimating and oversight of all accounting.

Financed, purchased and oversaw installation of production equipment for digital offset, conventional offset, automatic screen-printing, large format printers, and embroidery equipment and hired the talent to run production.

Brogan Printing Inc.**Oct 1997- March 2007**

Senior VP

In this role, **by personal direction and management grew this company from 1.2 million dollars in gross sales to 6.9 million in gross sales over a three year period** winning numerous industry awards.

Awarded Fastest Growing Printing Company in the US for two years in a row by Print Magazine.

Personally expanded product offerings through channel distribution with Zim's Crack Crème and Walgreens to achieve that **1 million dollars in sales**.

Designed the original packaging for Sidmak Labs, elevating generic drug packaging to the same level as big pharmaceutical packaging.

Account Management of artwork and production for Sidmak Labs, Akorn Inc, Purepac Pharmaceutical, Ohm-Ranbaxy, Digestive Care, Senokot, Wok&Roll, Clairol and Revlon.

Expanded the services of this company to provide multi-channel sourcing and sales of packaging for the pharmaceutical and health & beauty industries. Oversaw and managed the elevation of our services to include not only production, but creation of graphics for FDA submissions. Implemented the Good Manufacturing Procedures to ensure compliance as an FDA approved production facility.

Managed the creative department. Sales and Marketing reported direct to me.

Managed the compliance system to align outsourced production to meet or exceed our clients' requirements.

Oversaw the physical growth of the production centers to expand the finishing departments, print production, digital production and specialized packaging production lines.

Portfolio <https://www.behance.net/contact54ff>

Web <http://getoutto.com>

Facebook <https://www.facebook.com/greatexpectationsmarketing/>

Education

County College of Morris, Randolph NJ

Rochester Institute of Technology – Certificate in Pre-Press Management

ITC – Certificate in Headline Typography

Thomas Edison State College, currently enrolled, Trenton, NJ