

Mike Brenner

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Education	<p>M.F.A., Advertising, Academy of Art University.</p> <p>B.A., English/Psychology, University of California at Santa Barbara. Emphasis on critical analysis of pop music as literature. Emphasis on learning and expertise, problem solving, social interaction.</p>
Honors and Associations	<p>Webby Shortlist. 2011. One Show Entertainment. Merit. 2011. 3-D Creative Arts Awards. 2011. Cannes Shortlist. Interactive. 2008. Webby Award. 2008. Best Emerging Talent. Adweek 2007. One Show Merit. Interactive. 2006. Student Representative to the Academy of Art University. 2005. Design awards from the Association of Alternative Newsweeklies.</p>
Experience	<p>Group Creative Director. Square. San Francisco, CA. 5/20–Present Manage the work and careers of two teams of copywriters, art directors, designers, production designers, and design technologists. Scaled Customers & Point of Sale team from one to thirteen creatives and Developers & Partnerships team from one to three creatives. Responsible for product marketing of the main Square Point of Sale app and associated first-party and third-party products, including Invoices, Loyalty, Gift Cards, Team Management, Square Marketing. Channels include video (broadcast and online), web, social, banners, print, outdoor, experiential, e-mail.</p> <p>Creative Lead, Copy. Square. San Francisco, CA. 4/18–5/20 Responsible for the creative and professional careers of five to eleven copywriters and copy editors. Worked on all brand and product marketing creative for the entire ecosystem of Square products.</p> <p>Associate Creative Director, Brand Team. Square. San Francisco, CA. 4/14–4/18 Individual contributor copywriter for all Square products. Worked on everything from fully integrated campaigns to hardware packaging and getting started guides.</p> <p>Senior Copywriter. Attik. San Francisco, CA. 9/06–4/14 Creative concepting, copywriting, and production for full service advertising agency. Clients include: AOL, Boost Mobile, ExpressJet Airlines, Lexus, Scion, Toyota, Yahoo.</p> <p>Instructor. Academy of Art University. San Francisco, CA. 6/07–6/11. Students recognized by One Show, Addys, OpenAd, Art Directors' Club, Academy of Art.</p> <p>Art Direction Intern. Publicis Dialog. San Francisco, CA. 6/06–9/06. Design for print and web. Clients include: Hewlett Packard, Sprint, WebEx.</p> <p>Production Manager / Designer / Writer. The Santa Barbara Independent. SB, CA. 2/95–9/04 Managed five-person ad production office for weekly newspaper. Responsible for hiring and training staff, advertising, and marketing collateral design direction, pre-press preparation. Helped shape the paper's creative direction and brand. Wrote art and lifestyle features.</p>
Software Experience	<p>Google Workspace, Figma, Adobe Creative Suite, Microsoft Office, Quark XPress, Pagemaker, PitStop Professional, Freehand, Final Draft, Painter, Infini-D, BASIC and HTML code.</p>
Additional Experience	<p>Live musician—three independent bands over fifteen great years. Freelance creative: Hammerhead Advertising, Benjamin-Moore Paints, Samsung Galaxy 7. Freelance design: Alianza de Consumidores, Coldwell Banker, Direct Relief Intl., SB Downtown Organization, Village Properties, additional music venues and restaurants. Photography/assist for the SB Independent, location services and feature film production. Telephone sales and food service (I learned to take a beating early).</p>