

# Jeffrey Brian Brennecke

## Contact Info

**Phone:** 760-809-8097

**Email:** jeff\_brennecke@hotmail.com

**Portfolio:** <https://jeffreybrennecke.com/>

## Experience

### **Graphic Designer - Road Runner Sports**

April 2015 to Present

- Produced original assets for various marketing channels, including print, web, affiliate, and email
- Worked closely with revenue, copy, and marketing managers to build out strategic plans to tap into various customers profiles
- Designed, built out, and launched numerous email programs (ad-hoc, triggered, drip, welcome, etc) to help drive customers to their preferred shopping channels and maximize retention
- Managed and directed contract labor to help deliver all assets in a timely manner

### **Email Marketing Manager & Graphic Designer - Lee-Mar Aquarium & Pet Supply**

October 2012 to June 2015

- Responsible for building, testing, and executing email campaigns for Lee-Mar's B2B and B2C brands
- Monitored campaign results, generating weekly reports, analyzing key metrics, and optimizing click-through and conversion rates
- Maintained data integrity and quality customer experience through email and online interactions, timed to support and coincide with online, direct mail, and print based sales and marketing campaigns
- Developed and designed digital and print publications, including but not limited to specialty themed materials, brochures, in-store displays, and direct mail pieces
- Demonstrated a mastery of digital photography in a high-volume commercial photo studio, including lighting, composition, color quality, and aesthetics

### **Copywriter & Marketing Associate - SportsForceOnline.com**

January 2012 to November 2012

- Nurtured over 115,000 potential sales leads by creating automated email marketing campaigns and follow-up sequences, generating leads for sales team and support staff
- Revised copy and optimized sales letters for direct mail and email campaigns
- Designed digital storefront and supplemental graphics for the launch of the new website

### **Editorial Intern - RestaurantAgent.com**

June 2011 to October 2011

- Wrote original content for weekly assignments featured on various websites
- Responsible for editing and proofing freelance submissions

### **Student Teacher - UCSD Special Studies Program**

January 2010 to June 2010

- Taught foreign language poetry to a classes of high school students
- Tutored and helped creative writing segments of course
- Created and edited book of students' original poetry

## Education

### **Bachelor of Arts**

University of California, San Diego (San Diego, CA), 2010  
Literatures of the World

### **Associate of Arts**

Palomar College (San Marcos, CA), 2008  
English, Arts & Humanities, Liberal Arts & Sciences

## Skills / Software / Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), HTML, CSS, JavaScript, Microsoft Office, Sketch, Small Business CRMs and Email Marketing Services (InfusionSoft, YesMail, Blue Hornet, Responsys, Emarsys, Zeta, ReturnPath, Zembula), Photography