Brennan Smallwood

(425) 590-7598
smallwoodbrennan@gmail.com

Combining Creative with Quantitative

I am a complete content creator capable of researching, designing and developing software, content and more. My experience encompasses full-stack software development, UX/UI design, project management and content creation.

EXPERIENCE

Sesame Communications, Seattle — *Web Producer/Content Manager*

Aug 2018 - Present

As a web producer at Sesame Communications, I oversee the creation of custom websites from design to launch, doing a little bit of everything in-between to help clients achieve the perfect new website.

This process involves crafting unique user experiences using a combination of content creation and ux/ui design.

Content Manager - All projects require a large amount of content for marketing and educational purposes, including text-based copy, videos and infographics. I use a CMS to stage and publish content every day.

Key skills:

- Editing custom video content
- Copywriting
- UX/UI design
- HTML/CSS adjustments
- Content Management (CMS)
- Managing multiple projects simultaneously

MedBridge, Seattle — *Multimedia Producer*

NOV 2016 - JUL 2018

As a Producer at MedBridge, I managed educational multimedia content from filming to launch. This position entails working with stakeholders to establish timelines and manage expectations, coordinating my team's schedule to ensure progress on projects and performing quality checks throughout the process to deliver the highest quality product. I also served as content creator, writing and producing original content for our library

Accomplishments/Roles

- Content Creator - I researched, wrote and produced a series of short, educational videos to supplement the content library
  - Created twelve informational videos featuring a wide variety of topics, keeping the content light, fun and informative

TECHNICAL SKILLS

Adobe Creative Suite (Premiere, After Effects, Dreamweaver, Photoshop)
Visual Studio Code
Content Creation
ECMA/Javascript
Node.js
React.js
MySQL

GitHub

SalesForce CRM

HTML/CSS

Jira PMS

LANGUAGES

English, some Spanish

- Managed a small team of designers and animators and a client liaison to create content that was entertaining, while still meeting the needs of clients.
- Responsibilities included topic research, writing, designing/storyboarding, timeline and content management.
- Data Analyst and KPI Creator - I create KPI's for the production and development teams and create tools for pulling data from mostly qualitative work.
- Developed a system for gathering/analyzing data to track progress for individual designers and developers by combining the analysis tools of Jira with some personal creativity
- Content Manager - created and managed educational materials including video, animation, infographics and written content

UATV, Tucson, AZ — *Senior Producer*

Oct 2014 - May 2016

Senior Producer | October 2014 – May 2016

Managed a student production studio that executes live studio broadcasts and pre-produced packages. I oversaw a small team of 5-10 people to create the best possible broadcast with minimal errors. I researched, wrote and produced short journalistic segments on a wide-variety of campus stories.

Additional Roles and Responsibilities:

Created news content in every phase including writing, pre-production, interviews/b-roll videography, and post-production editing and exporting

Created Broadcast schedule detailing roles for each production crew member

Filmed and edited live events such as concerts, performances, discussion panels, political debates and sports events

EDUCATION

University of Arizona, Tucson, AZ — *Communication*

Aug 2012 - Aug 2016

Bachelors of Arts | 2012-2016

Major: Communication and Media Studies

Minor: Environmental Studies

Certifications and Continuing Education

General Assembly

Web Design Circuit Bootcamp | 2018

A 12 week bootcamp focused on UX/UI design and front-end development.

Related Skills:

- HTML5 & CSS rapid prototyping
- Mobile and Responsive design
- Wireframing
- Designing with Sketch + exporting with InVision
- Iterative design process
  - From research through user stories/site mapes to high-fidelity designs

University of Washington Full Stack Development

2019

Intensive 6-month course encompassing all skilsl required to be a full-stack developer. Experience from this includes:

- Multiple programming languages (see above for list)
- Principles of computer science
- Front and back end development
- Agile software development team

Google Analytics Certification

Google Analytics certified for user research and marketing

I am a complete digital creator, capable of researching, designing and developing software applications from start-to-finish. I have a wide variety of experience including content creation and management, UX/UI design, software development and project management.