



PATRICK BREEN

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www.PatrickBreenStudio.com

To Whom it May Concern;

I have over 25 years experience in the creative field beginning as an art educator. If you take a look at my resume and peruse my website you will see that I've been an agency owner, creative director, publisher of my own magazine, as well as others; and an owner of a cable channel network.

My specialties encompass the problem solving of conceptual development and implementation. This incorporates management of teams with multiple deadlines in all disciplines: graphic, web, video, photography, branding, new product development and general market penetration. I would also include strategic planning, team leader, copy writing, sales, marketing management and last but not least - a problem solver.

On my resume you will see that my last position was as creative director for Sturgis Bike Week. My web site does not focus on that experience, More samples of work can be provided, but within your needs you might find relevant the branding, merchandising, off shore manufacturing and trade show experience that role entailed. I also have experience in merchandising with package design. One example of which you will find on my web site.

Please take a few moments to review my resume and web site and consider my experience and talent for fulfilling your creative and management needs.

Sincerely;

Patrick Breen
Studio - 605-574-2321
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Summary

Twenty five year career in advertising, marketing, branding and business development. Classical training in the fine arts at the University of New Mexico, Arizona State University and the University of Minnesota. Teaching certificate at Black Hills State University. Art educator who embraced the technology of desktop publishing, marketing and business development during the infancy of the Macintosh computer.

Specialties

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Sturgis Bike Week

Creative Director - 2003-2009

As creative director for Sturgis Bike Week (SBW) my responsibilities were wide and varied. They included, but was not limited to, oversight of an in house art department; communication and direction of contract artists throughout the world; strategic marketing at all levels of the organization including print, web, retail and sales.

Managed all communication in our licensing programs; both for SBW as well as licenses we held with Anheuser-Busch and Universal Studios. New product development, packaging and off shore manufacturing were directly managed within my departments. Publishing and promotion including the annual magazine Sturgis Rally News. Photography needs for all levels of advertising and branding.

A B & E Communications Inc.

President - 2000-2003

As president and owner of A B & E Communications I launched and created Channel Seven9 a public access channel. This encompassed all levels of creative, sales and business development; oversight of video production, editing and content.

Publisher of a companion tabloid magazine called Hills Happenings as well as editor, creative director and sales manager.

Access Marketing Creative Director - 1997-2000

As creative director of an advertising agency I managed a creative/production team at all levels of marketing and advertising. Client liaison for strategic planning and marketing campaigns. Oversight of customer needs included all forms of print, web, radio and video.

Patrick Breen Studio Owner - 1994-1997

Freelance desktop publishing and design. Besides working with a couple advertising agencies as a freelance designer I launched a pre-paid phone card business: ACA - A Call Away. I purchased bulk air time and resold to clients around the country in the form of custom designed calling cards that were used as a promotional item. I handled all the sales, marketing, design and production.

Breenway Owner - 1985-1989

Breenway had two separate facets to the organization. One was a new home construction business which was started after graduate school. As a sub-contractor I managed a crew that worked with major developers in the Twin Cities.

During the off season (winter) I worked in product development. One project was a presentation and art portfolio called "The Portfolio". I designed, marketed and took the portfolio into production. This was my first product development using off shore manufacturing.

Minneapolis School System K-12 Art Educator - 1984-1986

Education

University of New Mexico - BFA
Arizona State University - Graduate Study
Black Hills State University - Teaching Certificate
University of Minnesota - Graduate Study MFA

References

Scott Myer - Innovative Systems: 605-990-7202
Dave Guy - Black Hills Corporation: 605-490-1843
Francie Rubert-Alberts - Sturgis Bike Week: 605-490-1113
Pepper Massey - Sturgis Rally Director: 605-490-7407

On Line Sampling of Work: www.PatrickBreenStudio.com