

BRIAN McMAHON

“As seen in the Wall Street Journal”

www.brianMcmahon.com

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PROFILE

- Experience writing convincing and engaging advertising copy and feature articles for diverse media and client base including print, web, outdoor and broadcast media.
- Extraordinary communication, interpersonal and collaboration skills, able to interact effectively with individuals from diverse backgrounds and cultures.
- Ability to integrate audio and video production background with creative problem solving skills to develop original and dynamic solutions that fit client needs and budget.
- Recycles, places cap back on the toothpaste, never leaves dirty dishes in the sink and always puts the toilet seat back down.

SOFTWARE & MEDIA SKILLS

Avid Media Composer • Adobe Audition • In Design • Photoshop • Final Cut Pro HD
Apple iMovie • iDVD • iWeb • iPhoto

EXPERIENCE



FOCUS/FGW, Cincinnati, OH
Ad agency/data services company (www.focusfgw.com)

October 2007 – December 2008

Copywriter/Producer

Wrote copy, conceptualized creative strategies and branding ideas and produced ads for broadcast, print and web campaigns for clients including The Cincinnati Zoo, The Cincinnati Bell Yellow Pages, Downtown Cincinnati Inc., Robert Lucke Homes, Bil-Jac Dog Food and Gold Star Chili. Worked closely with art directors, account managers and others to ensure client objectives were met. Utilized video editing skills to create in-house animatic and concept broadcast pieces for client pitches.

SELF-EMPLOYED, Cincinnati, OH

January 2007 – Present

Freelance Writer/Video Editor

Develop and write advertising, public relations and feature article pieces for client list including DunnHumby, Kevin Wilson Public Relations, national magazine publications *Mental Floss* and *German Life*. (Feature article “War-opoly” for *Mental Floss* picked up by CNN.com and commented on in the *Wall Street Journal*). Assistant video editor for Luxottica Retail’s national management summit video presentations. View online portfolio at www.brianMcmahon.com.

INTERNSHIPS

WORLD GUIDE PREMIUM, Munich, Germany – Online luxury travel magazine www.wgpremium.com July-August 2006
Intern - Wrote descriptive copy on travel, entertainment, art, lifestyle and cultural issues of interest to upscale international travelers. Performed research and fact-checking utilizing a myriad of global resources. Posted online updates.

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LATE NIGHT WITH CONAN O'BRIEN, New York, NY

September-December 2005

Production Intern – Supported research, writing and production staff of national late night television show. Gained exposure to all facets of television production operations. Sourced and obtained audio and video clips, with focus on news, current events and pop culture. Assisted with research and writing. Organized materials for video archives. Solely responsible for implementing daily satellite feed of programs to cable network affiliate.



PARAMOUNT PICTURES, Los Angeles, CA

July-August 2005

Video Operations Intern – Handled principal facilities maintenance, equipment management and circulation. Observed on-lot activities on several productions including *Mission Impossible III* (feature film), *Yes Dear* (TV sitcom) and *Entertainment Tonight* (TV entertainment news).

BLIND SQUIRREL PRODUCTION GROUP, Cincinnati, OH

June-September 2004

Editing Intern – Logged, loaded and rough-cut syndicated broadcast news movie review feature “Star Talk” using Avid Media Composer.

EDUCATION



UNIVERSITY OF CINCINNATI, Cincinnati, OH

June 2006

Bachelor of Fine Arts (BFA), Magna Cum Laude

Major: Electronic Media Certificate in Creating Writing GPA: 3.8/4.0

Honors: **Dean’s List** 16 quarters, **DAAD Scholarship** (for study abroad, based on academic merit, 2006), **Honors Scholars Program** (2002-2006), **Cincinnatus Scholarship** (based on essay and academic merit, 2002). **University Student Commencement Speaker** (Selected as winner of speech writing contest by senior class officers to deliver address at commencement, 2006).

LEADERSHIP & AFFILIATIONS

AD2 CINCINNATI –**Member**, Active member of local young professionals advertising club, helped to plan Ad2 annual national summit in Cincinnati, 2008.

NATIONAL BROADCASTING SOCIETY (NBS) – **Communications Coordinator**, UC Chapter (2 years). Played a key role in local chapter achieving National Chapter of the Year, 2004.

UCAST – **Producer**, Oversaw all writing, production, editing and broadcasting of movie review program, *Reel Time*, for UC’s student run television station. Demonstrated leadership by managing show’s staffing, training, scheduling, project management, troubleshooting, PR and marketing.

WORLD’S LARGEST CHICKEN DANCE – **Participant**, Demonstrated ability to follow directions in increasingly fast-paced environment.

COMMUNITY INVOLVEMENT

WYOMING FIRE-EMS (Volunteer paramedic for local community.) HABITAT FOR HUMANITY (Assisted with construction of homes for low-income families.) OUR DAILY BREAD (Tutored and supervised recreational activities at after-school program for inner-city children.) ALTERNATIVE SPRING BREAK MISSION TRIP (Traveled to Mexico to deliver building supplies and work on community projects in small Gulf Coast fishing village.)