

Brendan P. Grimaldi

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Career Summary

Results oriented in media, productions and a relationship managing with a comprehensive knowledge of internet communications and marketing. Experience in developing and executing customer focused business development plans through creative content and “live” or web-based promotional programs. Production experience in videos, infomercials, photography and audio based marketing tools.

Work Experience

Travelers, Hartford, CT (6/08-Present)

Manager, Media and Production Services

Responsible for managing all internal requested photography, multimedia, video and audio productions for the entire enterprise.

- Run process and workflow of all media and production related projects.
- Develop project creative briefs; create guides and “playbook” style outlines for projects video shooting, audio recording, on-site portraits, off-site event photography, interviews, audio and video editing and production.
- Support for enterprise events including Travelers Championship, Executive Meetings, and conferences.
- Own relationships with external production vendors.

America Online- AOL Music, New York, NY (9/03-6/08)

Senior Programming Manager

Responsible for managing relationships with record labels, talent management companies and other industry organizations along with managing overall direction and programming of all “Pop” genre stations on AOL Radio. Also collaborating in the planning, execution and maintenance of a competitive network of music and entertainment sites.

- Developed and presented creative marketing and promotion strategies to record label executives and management for label’s brand and individual artists throughout AOL Network, domestic and international.
- Organized and launched “in person” and “without artist” on line content including video/song acquisition and promotion, Full CD Listening Parties, First Listens, premieres, interviews, photo galleries, AOL Music Live!, and Sessions@AOL .
- Collaborated, designed, and implemented new ideas in the franchises, features and content to maintain leading edge menu
- Received a 2005-2006 Daytime Emmy Award as a producer for Live 8 in the “Achievement in Video Content for Non-Traditional Formats”
- Worked with product and editorial teams on search engine optimization and search engine marketing on all content.

Education

Quinnipiac University, Hamden, CT

Masters of Science, Interactive Communications, In-Progress

Marist College, Poughkeepsie, NY

Bachelor of Arts, Communications; Concentration in Radio/TV/Film, GPA 3.17, 5/04

Computer Skills

Adobe Photoshop, In-Design, Dreamweaver, Final Cut, Apple iWork, iPages, Microsoft Front Page, PowerPoint, Word, Excel, Outlook, and HTML