

# KEVIN GLENNON

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I wear many hats and hold many titles because, over the last twenty years, I've been honed into a digital Swiss army knife. I lead teams, manage projects, develop strategies, design UX and craft IA, produce videos, write copy and social content... heck, I've even started flying drones. When not working as a digital professional, I write books.

## Current Project

**Macropop Press**, Nov. '15 – Present

Finishing my third book, tentatively titled "O'Connor," which will be released in late 2016. My first book, "Vikings, Vampires, and Mailmen," was released in March, 2012. My second book, "The United States Vampire Service" is currently in print production.

## Recent Work Highlights

**NBC: Auto-Tune the Munsters**, Oct. '15

Developed social media strategy for a special Halloween campaign for The Munsters. Wrote and created all original content, including on-air bumps, social media posts, graphic Internet memes, and much more. I even developed a Munster Martini – a cocktail for folks to enjoy as they watched the show!

**Diageo: Jeremiah Weed**, Oct. '14 – Aug '15

*Brand Content* – Designed all UX/IA and produced all web and mobile/tablet work for the relaunch of the Jeremiah Weed brand. Introduced a new mobile-first strategy for the company, and designed unique one-handed operations of mobile websites.

**Bank of America / Digitas BrandLive**, Jul. '12 – Dec. '12

*Digitas Boston* – Produced all social media for Bank of America through the new Digitas cutting-edge BrandLive service. Transitioned from senior interactive producer to lead UX designer for the development of agency-wide BrandLive online tools. Developed the IA & UX for the BrandLive calendar. Produced voiceover and digital video.

**Ram Trucks**, Sep. '10 – Jun. '11

*SapientNitro* – Served as the senior producer for the separation of Ram Trucks from the Dodge brand. Produced the daily updates of the Ram web site, and most major projects and micro-sites, such as for the Kentucky Derby, Sports Illustrated Swimsuit edition, and all new truck models. Produced most banner ads and third-party channel projects, and served as UX designer, graphics designer, and copywriter when necessary.

## Some Former Clients



**RAM**



**DIAGEO**

**Bank of America**



## Education

Masters of Education: Adult Education and Curriculum Design

Bachelor's Degree: History and Education

MA Teacher License: 9-12 Social Studies (Inactive)

## Skills

HTML, XML, CSS, Adobe Creative Suite (Flash, Photoshop, Premiere, etc.), Microsoft Office Suite (including Project), TweetDeck, Audacity, Stagelight, and plenty more.

Digital portfolio and more can be found at:  
**WWW.KEVINGLENNON.COM**