

BRIAN RISH

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Objective:

To use my experience and expertise in the Marketing/Advertising industry to gain a T3 position.

Education:

Graduated Cum Laude from the University of South Carolina with a BA in Journalism (specialization in Advertising) and a Film Production cognate.

Experience:

Charleston Air Force Base, Charleston, SC

Marketing Publicist

Responsible for all internal publicity at Charleston Air Force Base. Duties include serving as Editor of the Services Section of the weekly newspaper, coordinating and executing ad campaigns for Service facilities including a Golf Course, Entertainment Club, Dining Facilities, Youth and Child Development facilities, a Bowling Center, a Library, and an Aero Club, as well as designing and maintaining the Services Squadron's Website located at <http://www.437services.com>

Your Cash Cow, Charleston, SC

Founder/CEO

Your Cash Cow (YCC for short) is a freelance marketing and graphic design company that I founded. My company designs websites and marketing/advertising materials for clients around the South East. Some of my clients include a High Adventure Club, a builder of Luxury homes in South Florida, and a Married Couple "to be" in North Carolina. Two of the websites I designed can be found at <http://www.aqualitybuilder.com> and <http://welcome.to/ninaandtomswedding>

American Advertising Federation Ad Contest

Production/Advertising Director

Responsible for all production and advertising aspects of USC's ad campaign for the Toyota Echo. Duties included supervision of all collateral/ad production (creation, design, proofing, printing, etc.). Our team won second.

Rawle/Murdy and Associates, Charleston, SC

Production/Traffic/Account Department Intern

Responsible for assisting the production, traffic and account department on the day-to-day business of Rawle/Murdy, Charleston's largest advertising agency. Duties included, editing copy, traffic coordination, television commercial production assistant, preparing presentations, and coordinating business with printing and promotional item companies for clients such as Piggly Wiggly Super Markets, The new South Carolina Aquarium, and Orient Express Hotels.

The Gamecock Newspaper, Columbia, SC

Online Editor

Supervised the tri-weekly publication of The Gamecock Online, the online paper for the University of South Carolina. Also responsible for finding advertisers and link exchange partners for our web page. While Editor I...contracted the first advertisers in the history of The Gamecock Online, won Snap! Online's "Best of the web in a Local Area" and "Editor's Choice for Design & Content", and was ranked "4th Best College Web Site in the Nation" by College News Online.

Awards/ Honors:

Received a Bronze, Silver and Gold Star at Charleston Air Force Base for outstanding service
Nominated for Civilian of the Quarter my first full quarter on the job at Charleston Air Force Base
USC's Student Advertising Federation, President 1998-1999
Won an Addy Award for a brochure I designed while an intern.
National Finalist for Master Card's Student Advertising Competition
American Advertising Federation's Milt Gossett Advertising Workshop Recipient
Member of Golden Key National Honors Society
Kappa Tau Alpha: Honor society for professionals in journalism related fields.
Alpha Delta Sigma: Honor society for professionals in advertising related fields.
Named one of USC's College of Journalism's "Excellent Students in Advertising."

Computer Experience

Although I'm a Macintosh user at heart, I have dual platform skills because I use a PC at work. I am proficient with several software packages (on both platforms) including Adobe Photoshop, Adobe Illustrator, Adobe PageMill, Dreamweaver, Flash, Microsoft Word, PowerPoint, QuarkXPress, Pagemaker, Claris Works and have working knowledge of FreeHand and Excel.