

TEXAS STATE VITA

I. Academic/Professional Background

A. Name: Gene Brenek Title: Lecturer

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>
MFA	2008	Union Institute
BS	1988	Texas A&M Univ-Commerce

C. University Experience

<i>Position</i>	<i>University</i>
Lecturer, School of Journalism and Mass Communication	Texas State University. San Marcos, TX, United States

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Group Creative Director	GSD&M	October 2015 - February 2017

Group Creative Director overseeing five creative teams and their work on AT&T, Lennox and Zales. Work required all creative activities including working with planners and account team to shape marketing briefs into actionable creative briefs, managing and mentoring my creative teams and the creative development and execution. Also presenting the work to clients and managing client relationships.

Creative Director	GSD&M	July 2011 - October 2015
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Creative Director overseeing five creative teams and their work on AT&T, Lennox and Zales. Work required all creative activities including working with planners and account team to shape marketing briefs into actionable creative briefs, managing and mentoring my creative teams and the creative development and execution. Also presenting the work to clients and managing client relationships.

Associate Creative Director	GSD&M	April 2009 - July 2011
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Associate Creative Director responsible for creating and executing memorable work for AT&T on High-Speed Internet, U-Verse TV, and Bundles divisions. Also responsible for presenting to clients from our day-to-day contacts up to the C-Suite. Additionally, I created work for AARP's "Get out the vote" campaign and the American Legacy Foundation smoking cessation initiative.

Associate Creative Director GSD&M**April 2001 - November 2009**

Associate Creative Director responsible for creating and executing memorable work for Brinker International's restaurants: Chili's and On the Border. As AT&T's lead agency, I was responsible for making sure that partner agencies' creative work aligned with ours which required managing their digital partners, Latin American and Japanese partner creative teams. Mentored the creative summer interns.

Sr. Art Director**GSD&M****April 1998 - April 2001**

Sr Art Director responsible for creating and executing memorable work for Southwest Airlines (including creating one of their most memorable and decades spanning campaigns, "Wanna Get Away?") Also did memorable creative work for Southwestern Bell, Farrah Men's Wear, Texas Tourism and The Texas Lottery.

Art Director**GSD&M****October 1992 - April 1998**

Art Director responsible for creating work for Coors Brewing Company.

Art Director**Temerlin McClain****January 1989 - September 1992**

Art director responsible for creative work on Chili's, American Airlines and NCNB Bank.

II. TEACHING**A. Teaching Honors and Awards:**

Award / Honor Nominee: Educator of the Year, American Ad Federation (Austin Chapter).

October 2023

Award / Honor Recipient: Teach Award Honor, Alumni Association.

2020

Award / Honor Recipient: Educator of the Year, Austin Advertising Federation.

October 2020 - November 2020

Award / Honor Recipient: Alumni Association Teaching Award Honor.

2019

B. Courses Taught:

Texas State University:

MC 1100R - THE POWER OF BRANDS

MC 4304 - ADV PORTFOLIO

MC 4316G - AD COPY & LAYOUT

MC 4333 - CREATIVE THINK & AD CONCEPT

MC 4338 - AD COPY AND LAYOUT

MC 4341 - THE POWER OF BRANDS

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Supervisor / Chair, Honor's Thesis, "The Wellness Mess Club: The Wellness Space is Making Young Women Sick. Here's How We Fix It.", Status: In Progress. (January 15, 2024 - Present). School of Journalism and Mass Communication, Texas State University.

Student(s): Kailya Woods, Undergraduate.

Additional Comments: Supervising honors student on her thesis project to build and promote a skin care brand aimed at young people of color.

D. Courses Prepared and Curriculum Development:

MC4304. Advertising Portfolio, New Course, Texas State University. Taught: January 2020 - May 2020.

MC1100R. The Power of Brands, New Course, Texas State University. Taught: August 2019 - October 2019.

MC4338 Ad Copy & Layout, Revise Existing Course, Texas State University. Taught: August 2020 - Present.

MC4341 The Power of Brands, Revise Existing Course, Texas State University. Taught: January 2020 - Present.

MC4333 Creative Thinking and Ad Concepting, Revise Existing Course, Texas State University. Taught: January 2018 - May 2022.

E. Other:

Brought industry experts to speak in all of my courses. (September 2019-Present).

Industry speakers: Tim Cole, Creative Director/McGarrah Jesse
Noelle Corcoran, Marketing Project Manager/City of Austin
Justin Grady, Sr. Copywriter/Preacher
Megan Ho, Brand Experience Manager/Museum of Ice Cream
Nick Howard, Brand Strategy Director/Carmichael Lynch
Charlie Joslin, Assoc. Director of Social/GSD&M

Chris Kocek, Founder/Gallant Branding
Shawn Mackoff, VP Group Account Director/GSD&M
Celeste McKeon, Creative/WIP
Jen Quinonez, VP Marketing/IKIN Inc.
Kelly Wood, Executive Producer, Closer Look

Coordinated and Facilitated Portfolio Night, Portfolio Review. (May 2020-2022).

Additional Comments: I constructed and helped organize a virtual portfolio review to be held at the end of the Advertising Portfolio course. It was an opportunity for students to have multiple creative professionals review their digital portfolio, resume and their website and be given actionable feedback on how to make their work and their brand stand out amongst other creative applicants.

Guest Lecture, Introduction to Advertising. San Marcos, TX, United States. 300. (Fall and Spring 2019-Present).

Additional Comments: My lecture was titled "The Pinto or The Porsche". It was a glimpse inside the creative department of an ad agency and the unique roles of art directors and copywriters.

Moderated Advertising Panel, Introduction to Advertising Course. San Marcos, TX, United States. 375. (March 5, 2020).

Additional Comments: I moderated a panel of art directors and copywriters with the objective of having students interested in advertising hear first-hand what it was like to work in a major ad firm and understand the tenacity it took to get hired.

Organized student participation/engagement in this event, One Club for Creativity's Austin Launch Event, One Club. Austin, TX, United States. 14. (January 30, 2020).

Additional Comments: Organized student participation/engagement in this event.

F. Teaching Professional Development Activities Attended

Seminar, "Teaching Tips That Pay Off for You and Your Students," Faculty Development, San Marcos, TX, United States. (January 30, 2024).

Seminar, "Classroom Civility and Compliance During COVID-19," Faculty Development, Austin, TX. (August 27, 2020).

Seminar, "Engaging not Enraging: Strategies for Mindfully Approaching Tense Situations in the Classroom," Faculty Development, Austin, TX. (August 26, 2020).

Seminar, "Use Canvas Modules to Design Meaningful Learning Experiences," ODEL, Austin, TX. (August 13, 2020).

Seminar, "Connect and Engage Students Success in Canvas," ODEL, Austin, TX. (August 11, 2020).

Seminar, "Customizable Learning Paths in Canvas," ODEL, Austin, TX. (August 11, 2020).

Seminar, "Zooming for Inclusivity and Engagement," ODEL, Austin, TX. (July 31, 2020).

Seminar, "Flexing Classroom Tech for Hybrid Instruction," ITAC, Austin, TX. (July 20, 2020).

Seminar, "Connect and Engage for Student Success," ODEL, Austin, TX. (June 19, 2020).

Seminar, "Integrating Multimedia that Matters in Canvas," ITAC, Austin, TX. (June 5, 2020).

III. SCHOLARLY/CREATIVE

Works "in progress":

Journal Articles:

Brenek, G. & Craig, C. M. (In Preparation; Not Yet Submitted). Die, Creatives!: A Fast-Paced Collaborative Brainstorming Game.

IV. SERVICE

Advisor/Mentor for Student Submissions, American Advertising Awards (San Antonio Chapter). (December 2023).

Advisor and Judge, National Student Advertising Competition. (February 2023 - March 2023). 2nd Place National Finalist

Additional Comments: Provided feedback and insight to strengthen the creative/ the pitch and pitch deck for the NSAC team.

Advisor/Mentor for Student Submissions, American Advertising Awards (Austin Chapter). (December 2022).

Advisor and Judge, National Student Advertising Competition. (February 2022 - March 2022). 1st Place District 10 Competition

Additional Comments: Provided feedback and insight to strengthen the creative/ the pitch and pitch deck for the NSAC team.

Advisor and Judge, National Student Advertising Competition. (February 2021 - March 2021). 2nd Place National Finalist

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Advisor and Judge, National Student Advertising Competition. (February 2020 - March 2020). 1st Place District 10 Competition

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