

# TODD HANLON

357 E. 87<sup>th</sup> St. Ste. #2C NY, NY 10128 | 212-933-0280 | [todd@thebrightestidea.com](mailto:todd@thebrightestidea.com) | [www.thebrightestidea.com](http://www.thebrightestidea.com)

## EDUCATION

New York University **2010**  
**M.A. in Graphic Communications Management and Technology**  
Thesis: "Deconstructing Vivienne Westwood Ads at the Tipping Point"  
GPA 3.57

Hunter College of CUNY, New York, NY  
**B.A. Media**, Minor: English **2008**

## AWARDS

Prism Award Scholarship, New York University 2009 – 2010  
Mother's Day Scholarship, Hunter College 2008  
Dean's List, Hunter College 2007

## WEB DESIGN EXPERIENCE

**Bright Ideas Design, LLC – Principal** **2008 - present**  
Restaurant Clients: Chelsea Dining, Sentieri Ebraici wines, Carolina Cupcakes  
Magazines: NY Arts Magazine, Art Fairs International, NY Arts Beijing  
College: Fashion Business Assn., NYChic Mag, Graphic Communications Mgmt. Assn.

## TYPESETTING EXPERIENCE NYC

**MediaPost Communications (Intern)** **2008**  
**Franco Mondini-Ruiz** **2003 – 2008**  
**Guardian Life Insurance** **2001**  
**Cravath, Swayne & Moore LLP** **2000 – 2001**  
**The Equitable** **1999 – 2000**  
**Merrill Corporation** **1997 – 1999**  
Mastered HTML, MS Office, EDGAR and typesetting languages to format financial print documents. Launched the Eurodollar in print media. Published narrative art book with Artist FMR. Interned in Media and OMMA magazines.

## RESTAURANT & OTHER EXPERIENCE NYC

**Orsay Restaurant** **2007 – 2009**  
**B-Bar and Grill** **2006 – 2007**  
**DB Bistro Moderne** **2006**  
**World Yacht** **2004 – 2006**  
**Manhattan Bistro** **2002 – 2003**  
Ascertained the highest sales waiting tables as a result of French food and wine pairing techniques. Excelled at customer service in fine dining.  
**Limelight, Tunnel, Palladium Nightclubs** **1994 – 1998**  
Hosted weekly parties, booked acts, and managed budget for payment of staff.

## MEMBERSHIPS

NYU SCPS Alumni Committee