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## 2e Creative building steam in an icy industry

*Local creative firm bulks up to handle copious amounts of business*

**ST. LOUIS :: APRIL 2010 ::** - Brand communications firm 2e Creative this month announced the hire of its newest account executive, Amy Brennan. The hire is one of many over the last year, as the firm responds to a steady influx of business during an unlikely time for growth in the creative industry.

As an Account Executive, Amy will be responsible for processing clients' raw objectives into marketable ingredients, which 2e will then turn into finger-licking good creative communications. She'll also make us goulash upon request.

Before joining 2e, Ms. Brennan worked for local design-build firm NewGround, where she collaborated with financial services clients to develop retail merchandising solutions. While she admits that 2e's culture is different (like "Yo Gabba Gabba!" different), we think she fits in perfectly with our quirky band of branding agents.

"We knew Brennan's experience and adaptive style would make her an asset for handling 2e's growing workload," Managing Principal Ross Toohey said. "With companies everywhere slashing their marketing budgets, our clients have turned to us more and more because they trust our exceptional creative capabilities and business practices. Plus, I dig goulash."

Despite the recent economic downturn and its debilitating impact on the creative industry, 2e has experienced a significant influx of work from existing and new clients alike.

Amy has called St. Louis home since Day 1, growing up in Kirkwood and graduating with a B.A. in Communication Theory and Rhetoric from the University of Missouri-St. Louis. It was an elective communications course, she says, that got her interested in the wide world of mass media.

"My first job out of college was with a video production company, and I made a music video for my boyfriend at the time," Brennan said, adding, "It was pretty awful."

Outside of 2e, Amy loves to travel and cook, she designs her own jewelry, and professes "a passion for anything old."

Our advice: don't mix cooking with jewelry design. Not pretty.

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