



David Brearley

Strategic Communications & Content Marketing to Support the Global Energy Transition

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UNIQUE VALUE PROPOSITION

Bridging the engineering-to-marketing divide is my superpower. I am a storyteller specializing in high-quality value-added technical content production. Collaborating with a variety of internal and external stakeholders, my work directly shapes the final deliverables via editorial planning and content strategy; primary research and supporting subject matter expert interviews; writing, ghostwriting, or line-level copy editing; technical editing and fact checking; and art direction.

EDUCATION

University of Texas at Austin
Center for Professional Education
Project Management Certificate

San Juan College
Farmington, New Mexico
Renewable Energy Certificate:
PV System Design & Installation

University of Notre Dame
South Bend, Indiana
Bachelor of Arts, Communications

CERTIFICATIONS

OSHA 30-Hour Construction
Safety & Health, April 2019
Certificate #26-607252713

NABCEP Certified PV Installation
Professional, September 2004
Certificate #091804-5

VOLUNTEER WORK

Department of Energy
Solar America Prize, Reviewer
2020 & 2022

Texas Solar Energy Society
Board of Directors
January 2020–December 2021

Solar Austin, Secretary
Board of Directors
January 2019–December 2021

**North American Board of
Certified Energy Practitioners**
Exam Committee
2011–2019

EMPLOYMENT

Product Marketing Manager

VDE Americas & RETC | San Jose & Fremont, California | August 2022–Present

As a shared marketing resource for the VDE Group's two wholly-owned North American subsidiaries, I liaise between the brand, marketing, and communications team in Europe; provide event, webinar, and presentation support; and produce a wide range of content marketing collateral, including RETC's annual *PV Module Index Report*.

Senior Project Manager, Content Strategy & Production

Mayfield Renewables | Corvallis, Oregon | February 2020–June 2022

At Mayfield Renewables, I specialized in content strategy and production, delivering turnkey content marketing collateral for leading OEMs, software developers, and engineering firms, including Nextracker, RETC, Energy Toolbase, RBI Solar, and Pure Power Engineering.

Senior Project Manager, Solar

Brandt Power & Energy | Austin, Texas | January 2019–January 2020

As a senior project manager for Brandt, the largest specialty contractor in Texas, I managed commercial-, industrial- and utility-scale solar construction and O&M projects.

Senior Technical Editor, *SolarPro*

Home Power Inc. | Ashland, Oregon | July 2008–December 2018

During my 10-year tenure as the senior technical editor at *SolarPro*, a B2B trade publication, I worked with a broad cross-section of subject matter experts to produce, develop and publish unparalleled technical content for solar and energy storage industry professionals.

VP of Design & Operations Manager

Meridian Solar | Austin, Texas | May 2005–June 2008

As the first NABCEP-certified installer at Meridian Solar, I managed the company's residential and commercial project teams and designed and permitted its commercial solar projects.

Eastern Region Technical Services Manager

Energy Outfitters | Cedar Grove, New Jersey | July 2003–May 2005

EXPERTISE

Photovoltaics, Solar-Plus-Storage Systems, Microgrids, Energy Storage Systems, Energy Management, Energy Efficiency, Electric Vehicles, Green Building, Transportation Electrification, Quality Management, Due Diligence, Codes and Standards, Environmental Justice

CORE COMPETENCIES

Strategic Communications, Long- and Short-Form Content, Thought-Leadership Content, B2B Communications, Art Direction, Photography, Style Manual, Brand Guidelines, Data Visualizations, Technical Illustrations, Ghostwriting, Bylines, OpEds, Video Projects, Case Studies, Technical Reports, Annual Reports, Contributed Trade Publication Content, White Papers