

# BRETTCLIMAN

Plantation, FL  
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## SUMMARY

A marketing, branding and creative project manager with a senior graphic design background spanning over 14 years in retail products, luxury products, manufacturing, academia, non-profit and publishing sectors.

## PORTFOLIO

[brettcliman.com](http://brettcliman.com)

## PROFESSIONAL EXPERIENCE

**BRADFORD MARINE**, Ft. Lauderdale, FL **2017**  
**Marketing Manager**

- Provides direction of inbound marketing and lead generation strategy
- Led rationalization of activities to ensure that focus is being placed where needed

**BOSCH**, Ft. Lauderdale, FL **2012 – 2017**  
**Marketing Manager – Senior Designer – Group Leader**

- Managed creative project initiatives of traditional and digital campaigns to promote HVAC products
- Developed customer engagement programs and increased reach by over 30%
- Streamlined package design operations leading to cost reduction of 40%
- Developed, implemented and tracked ad campaigns to ensure positive ROI
- Negotiated promotional activities to support each territory's business objectives
- Elevated product and brand awareness by planning high-profile trade shows and events

**CHAUVET**, Sunrise, FL **2010 – 2012**  
**Creative Projects Manager – Design Team Leader – Lead Designer**

- Achieved an increased revenue of 25% via a mix of innovative banner and print ads, retail package design, social media campaigns, tradeshow development and a full website redesign
- Raised social media engagement to over 100k unique followers
- Increased productivity of internal design and communications teams by over 50%
- Brand management of four entertainment lighting and fixture lines

**SGIS**, Ft. Lauderdale, FL **2010**  
**Design Manager**

- Created innovative digital designs for a Top 10 South Florida Best Company
- Integrated marketing and brand management resulting in company revenue surpassing \$100M
- Managed three large-scale websites with over 17K unique monthly users

## **Brett Climan, page 2**

**SUNY MARITIME COLLEGE**, Bronx, NY

**2006 – 2009**

### **Manager of Communications**

- Managed development of university PR, advertising, branding, events, website and publications
- Improved fund-raising initiatives leading to a 25% donation increase
- Directed rollout of university's website redesign leading to admissions lead generation increase
- Established a unified university style manual for all marketing and branding materials

**NEW PALTZ REGIONAL CHAMBER OF COMMERCE**, New Paltz, NY

**2004 – 2005**

### **Director of Marketing and Design**

- Revitalized branding and marketing materials to create a professional aesthetic
- Tracked, analyzed and reported KPI to executive board and advertising clients
- Increased overall revenue through redesign of website, eblasts, collateral and advertising
- Independently designed and produced 100+ page "I love NY" regional guidebook
- Planned "The Taste of New Paltz" annual culinary event

**TIMES HERALD RECORD**, Middletown, NY

**2003 – 2004**

### **Web Designer and Developer**

- Managed automotive search engine inventory and client advertising campaigns
- Enhanced campaign capabilities through rich digital media to attract national ad buys
- Optimized sponsorship deals of the online news channel

## **AWARDS & HONORS**

2014 - Advertising Excellence Award | ACHR News

2010 - WebAward for Outstanding Achievement in Web Development | Web Marketing Assoc.

2009 - Graduate Degree | Valedictorian

2008 - International Registries Endowment Recipient | International Registries

## **PROGRAMS & PLATFORMS**

Adobe Creative Suite – including Photoshop, Illustrator, InDesign, After Effects Video, Dreamweaver, Acrobat, etc., Social Media Management – Facebook, Twitter, Youtube, LinkedIn, Instagram, Microsoft Office – including Outlook, Powerpoint, etc. Wordpress, CMS tools, Google Sketchup, MAYA 3D, HTML, SEO, Google Analytics Dashboard, Basecamp, Wrike, Constant Contact, Mailchimp, Macintosh OS, Windows OS

## **EDUCATION**

**Bachelor of Arts in Communication Design / Computer Arts**

SUNY Buffalo, Buffalo, NY

**Master of Science in International Transportation Management**

SUNY Maritime College, Bronx, NY