

BRETT CLIMAN

brettcliman.com
Plantation, FL
bcliman@hotmail.com
(845) 430-5878

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.

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 projects 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

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SUNY MARITIME COLLEGE, Bronx, NY,
Manager of Communications

2006 – 2009

- 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,
Director of Marketing and Design

2004 – 2005

- 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, newsletter 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,
Web Designer and Developer

2003 – 2004

- 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