

Bren J. Jobe

SUMMARY OF QUALIFICATIONS

Self-motivated, creative professional with a proven track record of building and maintaining strong client relationships. Focused on assessing needs, developing strategies, and providing top-quality, budget-conscious creative services, and well-crafted marketing, sales, and training communications for print, web, and digital marketing initiatives. Enjoy creating solutions to improve processes, increase efficiencies and genuinely strive to make the work environment a productive, fun, and enjoyable place for everyone to excel.

PROFESSIONAL EXPERIENCE

Creative Director / Project Manager

2005 - Present

Corporate Communications, Inc. | Rochester, NY

- Build and nurture strong client relationships by understanding their needs, challenges, and goals to develop targeted digital marketing / communications strategies and deliver solutions that exceed expectations
- Develop and manage the strategy, design, execution, and ongoing maintenance of clients' websites, web applications, digital marketing, email campaigns, search / social marketing, online training, trade show displays and materials, incentive programs, and promotional contests
- Guide and support sales team in new business development for creative consulting, web strategy, digital marketing, and print design services
- Monitor and research industry trends to find new ways to help clients stay ahead of the curve and maintain a strong competitive advantage
- Evaluate, identify, and implement new solutions to improve productivity and internal processes as well as produce a higher level of standards for managing employees, projects, and client accounts
- Collaborate with leadership in making hiring decisions, orientation, and mentoring of new team members
- Manage budgets and negotiate vendor pricing for out-sourced services

VP Advertising Design / Senior Art Director

2000 - 2005

Spark Design Group, Inc. | Fairport, NY

- Represented the agency at trade shows and training seminars to promote design services and technical capabilities
- Collaborated with the management and sales team to develop new business for our advertising design and technical illustration services, gradually increased responsibilities and was promoted to senior art director
- Research and implementation of new software to streamline the workflow and enhance capabilities of both the advertising design and technical illustration departments for lean production processes, resulting in increased productivity and improving profit margins
- Promoted to VP of Advertising Design in 2003, responsible for leading the creative team, consulting with existing clients and new prospects
- Analyzing needs and developing strategies for creating or refining corporate identities, building new marketing communications, and improving recognition within their target markets
- Worked with leadership on the concept, design, and development of a custom online project tracking application to increase the organization and efficiency of large volume illustration projects for technical documentation
- Coordinated a project plan to update the agency's brand identity; rename the advertising design division of agency: including a new logo, marketing collateral, print ads, and redesigned the agency's websites to align with the new identity for a more functional and cohesive marketing effort

CONTACT

585.259.8590

brenjjobe@gmail.com

[linkedin.com/in/bren-jobe-99a6486](https://www.linkedin.com/in/bren-jobe-99a6486)

<https://www.jobecreative.com>

SKILLS REVIEW

Expertise

- Creative Direction
- Brand Strategy & Development
- Business Development
- Project Management
- Process Improvement
- Customer Service

Industry Knowledge

- Web / UX Design
- Digital & Print Design
- Creative & Technical Copywriting
- Content Development & Mgmt.
- Integrated Marketing
- SEO / SEM

Tools / Software

- Adobe Creative Cloud
- Microsoft Office
- CMS & CRM systems
- Google Analytics

EDUCATION

State University of New York at Oswego

Bachelor of Fine Arts

Graphic Design / Printmaking

Awards: Student Juried Exhibition -
Presidential Purchase Award

OTHER

Irondequoit Chamber of Commerce
Board of Directors

Bryant & Stratton
Graphic Design Program Advisory Board