



jeff behrenhauser
creative & marketing professional

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Philosophy:

As an experienced creative professional, it is my responsibility to design, direct and implement the appropriate visual and written communication skills required to advance any product and/or service to its highest level of quality and profitability. It is also my duty to mentor, motivate and lead design professionals and industry vendors to meet and/or exceed client expectations.

Education:

Four years of undergraduate work at Temple University, Tyler School of Art

Work Experience:

8.1.2006 - 7.30.2009 | Bachleda Advertising

Creative Director for Bachleda Advertising, a creative marketing and advertising agency operating out of Central Pennsylvania. Responsibilities include, but are not limited to all creative marketing strategy and development, creative department hires, lead, review and mentor Senior Art Director and Graphic Designers, consult agency president on internal company decisions regarding new business and client retention practices.

Detailed responsibilities are as follows:

- Implement strong creative marketing strategies using targeted industry research and industry competitor auditing.
- Assign and support all marketing strategies with appropriate creative solutions.
- Grow agency web and multimedia business portfolio through stronger measures of client consultation, internal knowledge sharing and through the acquisition of strategic partners who specialize in given fields.
- Manage agency job tracking and reporting.
- Hire, lead and mentor Art Directors and Graphic Designers.
- Build client relationships for better profitability.
- Consult agency president and office manager on decisions regarding medical benefits, IRA savings plans, client retention matters.

Client list includes the following:

- Diversified Media Group
- Lane Thrush Remax
- Diversified Systems
- Merritt's Antiques
- F&M Trust
- Historical Schaefferstown Institute
- Leffler Energy
- The Wiley Group
- UGI Energy Services
- JBT (Jonestown Bank & Trust Co.)
- UGI Utilities
- AmeriCU Credit Union



continued



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11.3.2003 - 7.31.2006 | Zurich American Insurance

Employed as a Senior Graphic Designer at Zurich American Insurance, a highly ranked international commercial property and casualty insurance provider. Responsibilities include, but are not limited to the creative and technical production support of all assigned business units such as Small Business, Financial Enterprises, Middle Markets, Risk Engineering, Strategic Partnerships, Surety and Regional Field Agents.

Detailed responsibilities are as follows:

- Implement creative concepts using the approved branding campaign strategy as a vehicle to achieve successful communications while consistently maintaining the Zurich brand.
- Provide creative and/or technical support and consultation for all assigned business units.
- Build strategic, long-term professional relationships with fellow team members and business unit representatives to improve overall communication and profitability for every assigned project.
- Provide consultation for department procedural and process change recommendations, essential in-house communications vehicles—job tracking systems and in-house promotional materials.
- Develop company-wide online solutions through the implementation of Internet/Intranet applications.



6.11.2000 - 11.1.2003 | J. Walter Thompson Specialized Communications

Employed as an Art Director for JWTSC specialising in recruitment advertising. The position required the orchestration and implementation of recruitment advertising campaigns, employee referral programs, design, production, Internet/Intranet communication solutions, and consulting for all Philadelphia branch clientele.

Responsibilities were as follows:

- Provide innovative, targeted and effective designs/communications which best meet the client's demands and goals.
- Initiate strategic relationships/rapport with national agency creative and account teams (New York, St Louis, Chicago, etc...) adding to the overall creative diversity.
- Contribute to the overall success of the Philadelphia branch through seeking improvement processes, creative time management and the encouragement of positive communication to facilitate projects efficiently.
- Develop and mentor other designers/production artists in the local facility. Demonstrate leadership and management skills with subordinates.

Client list included the following:

- PECO Energy
- Exelon
- TRW
- First USA
- InterDigital
- The Vanguard Group
- Verizon
- Tachion
- T. Williams Consulting
- Siemens
- AstraZeneca
- Tenet
- Equity One
- SEPTA
- Spencer Gifts



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3.8.1999 - 5.10.2000 | Dream Chaser Enterprises
Employed as a Senior Graphic Designer engineering and designing age appropriate subscription-based mail programs for kids.

Responsibilities were as follows:

- The management of all assigned designs, in all forms, including, product, advertising, web site and design direction, promotional and assigned devices.
- The creation, finalization, and execution of all company assigned graphic designs and to ensure there profitability through quality craftsmanship.

7.11.1996 - 3.8.1999 | Bailey Design Group
Employed as a Graphic Designer specialising in packaging, POP Display Units and sign development, corporate and brand identities, environmental design and related creative/structural product design and engineering.



Client list included the following:

- ARAMARK Corporation
- Commonwealth Risk
- FreshMark Inc.
- Jardine Foods
- Johnson & Johnson MERCK
- McNeil Consumer Products
- Paddington Corporation
- William Grant & Sons
- Welch's
- Maxell Corporation
- JustBorn Inc.
- Kiwi Brands
- Johnson & Johnson
- Canteen Vending

Capabilities:

The following capabilities are listed in no particular order of importance:

- Brand Development
- Identity Programs
- Creative & Marketing Strategy
- Email Marketing
- Web Development
- Direct Mail
- Television (Creative & Writing)
- Market Research
- Outdoor (Digital & Print)
- Radio (Creative & Writing)
- Environmental Design
- Package Engineering
- Multimedia
- Database Planning & Development
- Information Architecture
- Flash Content Development
- Search Engine Optimization (SEO)
- Trade Shows

Software & Technologies:

Advanced to expert proficiency in the following tools:

- MAC/PC Environments
- QuarkXPress
- Adobe CS4 Master Suite
- Microsoft Office Suite 2008
- Google Web Tools
- Listrak Certified (email marketing deployment and analytical tool.)
- HTML, XHTML, CSS, AJAX
- YUI Widget Integration
- CGI Scripting