

ADVERTISING | BRAND | CONTENT | DIRECT | DIGITAL | SOCIAL | E-MAIL | INFLUENCER | PERFORMANCE

Head of Integrated Marketing with 20+ years of experience **transforming global brands**. Dynamically focused on building and leading marketing teams that solve companies' biggest challenges while **increasing revenues and ROI**. Unique ability to create and execute brand vision through an integrated, multi-channel approach. Experience spans the **Fortune 500 across a diverse set of industries** including Lifestyle, Travel & Hospitality, Financial Services, Technology, Pharmaceuticals, Healthcare, Medical Technology, and Consumer Goods. **Agency and in-house leadership in key cities including New York, San Francisco, Tokyo, Hong Kong, and Shanghai.**

SELECT CLIENTS: AMERICAN EXPRESS, APPLE, AT&T, BOSTON SCIENTIFIC, CUNARD CRUISE LINES, GOOGLE, GSK, HONDA, H&R BLOCK, JACUZZI SAUNAS, MERCK, NIKON, NOVARTIS, PIONEER, RICOH, TERUMO, VISA, WELLS FARGO

CAREER HIGHLIGHTS

- ✓ Championed **year-over-year growth to 55%** for 5 consecutive years, **boosting sales revenue from \$7M to \$80M+** for **Jacuzzi® infrared saunas**, the #1 infrared sauna company in the world
- ✓ Led **Clio award-winning** multi-media creative campaign for **AT&T's Reach Out World** product launch, **doubling advertising revenue in the millions**
- ✓ **Secured seed funding of \$150K** for **Do It Knowledgeably®**, a unique social entrepreneurial venture through brand, business plan, and investor presentation development
- ✓ Creative Director and Content Developer for the launch website of the **Sterling Vineyards**, a leading winery in **Napa Valley**
- ✓ **Developed the Health and Lifestyle Division of K&L**, a multi-national Japanese advertising agency, securing new business **exceeding \$1M+** in new streams of revenue during first year of operation through deals with **Terumo, Nikon, Olympus, Omron, and others**

INTEGRATED MARKETING EXPERIENCE

BRAND MARKETING CONSULTANT | BRUCE WEINBERG CONSULTING – BEND, OR 2023 – PRESENT

- Strategic Advisor to Healthy Tokyo for integrated marketing efforts
- **Providing integrated marketing services** to Bend Pine Nursey, including positioning, direct mail, and digital strategy
- **Promoting** Martial Arts Fitness/Personal Training and Coaching within the local community

MARKETING TEAM LEAD | PACIFIC SOURCE HEALTH PLANS – BEND, OR 2022 – 2023

- Led content development for internal and customer-facing brand marketing materials for **4 LOBs serving 500,000+ members**
- Oversaw **project development and delivery assisting 4,500 employees** across Idaho, Montana, Oregon, and Washington

GLOBAL DIRECTOR OF BRAND MARKETING | CLEARLIGHT, JACUZZI® INFRARED SAUNAS – BERKELEY, CA 2016 – 2022

- Held accountability for managing **\$2M budget** for the company's digital ad agency, controlling costs and coordinating key initiatives
- Championed **year-over-year growth to 55%** for 5 consecutive years
- Boosted **sales revenue from \$7M to \$80M+** while promoting a culture of continuous improvement
- Oversaw major brand transition to align creative direction and deployment of **50-100 monthly units in online content**: paid search, organic display, social media, evergreen, and more
- Built and launched new corporate site, **increasing website traffic from 70K to 120K+ unique monthly visitors**
- **Expanded the social media presence to 17K+ followers in under 2 years**, surpassing primary competitors
- Monitored website performance through **Google Analytics**, measured effectiveness of **Facebook & Instagram social media posts and SMS tracking** to understand online user behavior

FOUNDER, CREATIVE DIRECTOR | MMAD SCIENTISTS – GLOBAL

2009 – 2016

- Established a brand marketing and creative consultancy firm serving small, medium, and large corporate accounts
- Created business plans, managed client relationships, and led agency strategy and direction
- Delivered value-added outcomes in full-scale marketing projects under tight deadlines involving diverse stakeholders
- Recognized for exceptional multichannel brand marketing results for Fortune 500 companies concentrated in consumer goods, health and lifestyle brands, high-tech, medical technology, new-media start-ups, and others
- Achieved an international footprint centered on brand marketing excellence spanning the Japanese marketplace
- Spearheaded governance and oversight of all projects, liaising with key decision makers, corporate leaders, and internal and external entities for enhanced brand awareness, creative execution, and business growth
- Guided consultancy staff on marketing initiatives and technology integration opportunities, such as marketing automation, SEM, digital advertising, and other areas that support the bottom-line
- Produced agile and engaging contextual digital solutions and product applications for professional service groups
- Exceeded client expectations with profitable results for clients in entertainment, fitness, lifestyle, healthcare, and real estate
- Directed brand strategy efforts for agency with the aim of crafting digital content for sustained business development
- Partnered with top-performing web development and interactive solutions group to drive high quality deliverables

CHIEF BRAND STRATEGIST, DIRECTOR OF HEALTHCARE & LIFESTYLE BRAND MARKETING | K & L – TOKYO, JAPAN

2009 – 2012

- Helped secure new business initiatives exceeding \$1M+ in new streams of revenue
- Forged meaningful agency relationships with corporate clientele to enhance Japanese domestic market activity and expand international reach using marketing innovation
- Played an integral role in campaign oversight to enhance company performance and profitability
- Managed multiple ongoing projects (including resource planning), inspiring teams to translate SOWs into cohesive plans
- Utilized industry know-how to guide messaging and unique promotions for Terumo, Nikon, Olympus, Omron among others
- Mentored and coached agency teams to develop skills, crafting personalized professional development plans

ADDITIONAL MARKETING EXPERIENCE

CREATIVE DIRECTOR, OWNER & OPERATOR | GREAT ADS 24-7

San Francisco, Boulder

CREATIVE DIRECTOR, WRITER & PRODUCER | JOCOTO ADVERTISING

San Ramon

CREATIVE DIRECTOR, WRITER | BOZELL, LORD DENTSU, GREY INTERACTIVE, THINK NEW IDEAS

New York, Tokyo, HK

CREATIVE TEAM LEAD, WRITER & PRODUCER | PALIO

Saratoga Springs

FOUNDER, CREATIVE DIRECTOR | HIT MEN ON THE HUDSON

New York

EDUCATION

GRADUATE CERTIFICATE, DIRECT MARKETING | NEW YORK UNIVERSITY

New York

BACHELOR OF SCIENCE, SOCIOLOGY | AMERICAN UNIVERSITY

Washington D.C.

CONTINUING EDUCATION, ADVERTISING CONCEPT & DESIGN | SCHOOL OF VISUAL ARTS

New York

DIGITAL MARKETING TOOLS

- Meta (Facebook + Instagram)
- Twitter / X
- YouTube
- LinkedIn
- Google Analytics
- Tableau
- Datorama
- HubSpot
- MailChimp
- Constant Contact
- NetSuite
- Infusionsoft