

**Bruce Engstrom**  
(407) 416-6721  
bruce@bengstrom.com

## Summary

A creative marketing professional with extensive hands-on agency and in-house corporate experience in the B2B and B2C markets, specializing in brand strategy, digital marketing, and creative direction. A dedicated marketing leader recognized for providing innovative solutions and consistent messaging across all digital and traditional media avenues. Willing to relocate for the right opportunity.

## Experience

### Creative Marketing Professional

Freelance, Ocala, FL (08/2018 - Present)

Responsible for marketing activities and the development of fully comprehensive marketing and branding strategies for clients to drive awareness in an integrated fashion through print, online marketing campaigns, Social Media, SEO, PPC, Google analytics, and content strategy.

- Improved brand reputation by establishing a consistent social media presence, increased impressions by 31%.
- Reduced monthly costs of Google Ads campaign by 43% and increased targeted clicks by 49%.
- Utilized web analytics to redesign online quote forms which increased monthly conversion rates by 23%.

### Marketing Communications Manager

ClosetMaid, Ocala, FL (09/2014 - 08/2018)

Managed the creative development and execution of internal and external communication media elements. Worked collaboratively with leadership and product management teams; enabling them to meet their objectives by providing appropriate tools and strategic marketing materials for new and existing products. Conducted market research studies to drive customer-centric marketing strategies.

- Directed the re-branding and production of a full line of consumer packaging, increasing sales by 23%.
- Managed the scope, scheduling, and budgets for creative efforts across all marketing projects.
- Reduced budgetary spending by 27% by bringing previously outsourced projects back in-house.
- Developed and maintained a consistent brand image throughout all product lines and promotional materials.

### Business Development Manager

Industrial Lighting Products, Sanford, FL (01/2011 - 09/2014)

Crafted an integrated marketing and branding campaign to ensure overall content narrative, web, and design elements created were in alignment with the overarching brand strategy. Produced print literature, packaging, and pricing metrics for new product launches. Worked closely with sales, engineering, and operations teams to help develop and bring new products to the market.

- Utilized online platforms, such as Webinars, to train and engage the Sales team on new products.
- Drove email marketing campaigns, resulting in a 33% increase in open rate and 111% click rate.
- Explored and identified new market segments for alternate e-commerce distribution channels.

### Owner

Case-in-Point LLC, Orlando, FL (06/2009 - 01/2011)

Launched a graphics agency to offer trial lawyers a fresh perspective regarding litigation graphics and visual communications. Provided a unique blend of analytical and creative skills to bring an aesthetic design focus as well as a practical, quantitative mindset for the production of digital renditions, 2D/3D animations, illustrations, and presentations.

- Developed visual strategies to reinforce the key points of a trial case and increase the attention levels of the target audience.

### **Director of Brand Management**

Oceania Cruises, Miami, FL (07/2008 - 06/2009)

Served as the guardian and caretaker of the overall corporate brand, provided leadership and creative direction for ongoing improvements to content management, filing structure, and messaging to support the corporate branding strategy. Supervised and directed senior-level graphic designers to ensure all pieces portrayed a consistent brand image across all aspects.

- Directed creative development of direct marketing collateral, presentations, and advertising.
- Created branding standard guidelines to ensure the visual identity was consistently applied.

### **Marketing Manager**

RSR Group, Winter Park, FL (02/2001 - 02/2008)

Managed the day-to-day activities of the in-house marketing team, as well as outsourced freelancers and vendors, ensuring the strategic marketing objectives were implemented within established budgets and deadlines. Oversaw the hiring, mentoring, and performance evaluations of staff, ensuring their development as managers of the various work functions.

- Constructed a corporate e-commerce site, which consistently generated over 15% annual sales growth.
- Utilized automated publishing software, resulting in a 76% increase in workflow efficiency.
- Developed industry's first online trade show event, which added over \$2.6 million biannually.
- Established an email marketing campaign, boosting sales on slow-moving merchandise by 27%.
- Significantly improved customer experiences and reduced annual spending for trade show exhibits by managing booth design, construction, and logistics for 4,200 square foot display.

### **Graphic Designer, Art Director, Creative Director**

Various Advertising Agencies, Orlando, FL (04/1994 - 02/2001)

Led, motivated, and inspired a highly diverse creative team in the creation of marketing materials and computer-generated artwork. Developed unique solutions and managed all aspects of creative projects from ideation through delivery for clients in themed entertainment, hospitality, and retail industries.

- Directed the overall creative vision for brochures, package designs, and other print collateral.
- Supervised every aspect of creative projects, coordinated production schedules, and photo shoots to achieve project goals.
- Streamlined the production process by utilizing knowledge and experience of computer systems and desktop publishing software.

## **Education**

### **Master of Business Administration in Marketing**

Rollins College Crummer School of Business, Winter Park, FL

### **Bachelor of Fine Arts in Graphic Design**

University of Florida, Gainesville, FL

## **Skills**

Expert knowledge of Adobe Creative Suite applications (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, etc.) and Microsoft Office (Word, Excel, PowerPoint). Proficient in other software programs for video editing, 3D rendering, and database applications.