

# Bruce Wasserman

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I am looking to find a creative position requiring marketing, graphic and computer experience within an environment that has a zeal for new and exciting technology.

This ideal position would be responsible for the marketing and visual presentation of a company in all arenas covering both conventional and electronic communication. The conventional applications would include print items such as catalog sheets, brochures, print and media advertising, promotional mailings, point of purchase displays and trade show presentations while the electronic uses would cover items such as CD's, e-mailings and Web site.

## Some Career Highlights

- **ACHIEVED** significant startup growth from \$0 to over \$1,000,000 during the first year of operation. The parent company had never been profitable and my division became profitable in just 13 months.
- **ESTABLISHED** a successful design consultancy with national & international clients. Hired and trained a support staff of designers, secretaries, and interns. Grew to 12 people and billings of close to \$1,000,000 in 4 years.
- **DEvised** Marketing plans complete with the accompanying presentation tools necessary such as: marketing kits, catalog sheets, web sites, CD/DVD presentations, trade and consumer advertising to support new and existing products and services.
- **DEVELOPED** the staff for an internet startup that attracted clients such as: Coca Cola, Disney, Harley Davidson, HBO, Honda, KFC, Ralph Lauren, Revlon, Sears, Sony, Toshiba, VH1 and Wilson.
- **SUCCESSFULLY** competed against larger design firm companies.

## Summary of Qualifications

- Possess a strong record of developing and implementing innovative marketing oriented design solutions for different sized companies. Directed the activities of professional designers, software developers, database designers, photographers, engineers, model makers, printers, and public relations firms. Demonstrated ability in hiring, motivating, training, and deploying a superior and aggressive support force, able to execute the corporate marketing plan.
- Devised and monitored short and long term marketing goals. Supervised the design and implementation of marketing items such as catalogs, advertising, public relations, product offerings and web sites.
- Have the ability to enter a new field and quickly assess and improve marketing opportunities making appropriate strategic within the context of current market conditions.

## Work Experience

Kingsborough Community College, A College of The City University of New York  
2001 Oriental Boulevard, Brooklyn, New York 11235

**Title** Director of Marketing and Corporate Training for Continuing Education

**Responsibilities** Creation of new courses and programs; production of web feed catalog; generation of individual catalog sheets; writing department FAQ guides; all advertising; and outreach to new markets. Responsible for advertising and printing budgets.

**Accomplishments** Developed a clean highly communicative catalog format; created and maintained a uniform professional look for all visual presentations.

**Learned** The frustration working for a New York City governmental organization.

Hilman Rollers

12 Timber Lane, Marlboro, NJ

**Title** Vice President of Marketing

**Responsibilities** Creation of catalog sheets and marketing outreach to new markets via conventional mailings and electronic e-mailings. Evaluation of trade show budgets to determine participation and responsibility for design and graphics. Establishment of budgets and advertising vehicles.

**Accomplishments** Out-sourced a complementary product to increase sales and market saturation. As result the company reached the year's projected sales goal after the first trade show in which the product was introduced.

**Learned** The importance of the basics.

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## Web Marketing Associates

26 Broadway, New York, New York 10007

**Title** Executive Vice President

**Responsibilities** Design and development of an advertising web site; hired professionals such as web designers, database developers, webmaster, and artists. Interviewed and made recommendations for senior management positions. Designed and installed the network.

**Accomplishments** Designed the web site and a presentation package that attracted notable companies such as: Coca Cola, Disney, Elgin Watch, Harley Davidson, HBO, Honda, KFC, Ralph Lauren, Revlon, Sears, Sony, Toshiba, and VH1.

**Learned** The difficulties of working with an under financed web startup.

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## Bruce Wasserman & Associates

568 Broadway, New York, New York

**Title** President

**Responsibilities** Sold marketing oriented-design services and implementation to small, medium and large firms in the Automotive Aftermarket, Houseware, Consumer Electronics, Hardware, Medical, Office Products, Seminar, Stationary and Drug Store fields. Responsible for sales, production and staffing.

**Accomplishments** Built the business up to around \$1,000,000 in gross sales in less than 4 years. Won product and packaging design recognition.

**Learned** How to manage people and create an atmosphere where employees felt comfortable and grew professionally.

## E d u c a t i o n

### Pratt Institute

Brooklyn, New York

Master of Industrial Design Program. Academic course work has been completed.

### New York Institute of Technology

Old Westbury, New York

Bachelor of Fine Arts with a major in Advertising Design

### Nassau Community College

Garden City, New York

Associate Degree

## T e a c h i n g E x p e r i e n c e

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|---------------------|--|--|
| <b>Courses</b>      | • Dynamic Education Graphics Foundation            | • New York Institute of Technology               |
| <b>Developed</b>    | • Baruch College, Division of Continuing Education | Division of Continuing Education                 |
| <b>&amp; Taught</b> | • CorelDraw! for beginners; for graphic designers  | • CorelDraw!- Advanced                           |
|                     | • Installing, Configuring and Supporting Windows   | • Supporting Windows and Networking with Windows |
|                     | • for Support Personnel                            | • QuarkXpress                                    |

## C o m p u t e r E x p e r i e n c e

**IBM** Microsoft - Windows XP, Excel, Powerpoint & Word; Corel - CorelDraw!, Adobe - Photoshop, InDesign, Illustrator, Acrobat, Quark - QuarkXpress; Dreamweaver & Flash

**MAC** Adobe PageMaker, Illustrator, Photoshop; Quark - Quark Xpress; Microsoft - Powerpoint, Corel - CorelDraw!.

**Beta Tester** Adobe; ImagenIn; Humancad; Corel; Delrina - WinFaxPro; Fractal Design; Microsoft.

## A w a r d s

- Chain Store Age APAA Grand Award - Packaging Design
- Industrial Design Society of America - IDEA Award for Design Excellence
- Printing Industries of America Award for Graphic Excellence

## O t h e r E x p e r i e n c e s

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| • Founder of New York Corel Draw User Group            | • Program Co-chair World Design Conference |
| • Technical Reviewer for Prentice Hall, Peachpit Press | • Contributing Editor to Corel Magazine    |
| • Addison and Wesley, CorelDraw! Wow                   | • Writer for NYPC Magazine                 |
| • Certified Corel Draw Trainer                         | • Professional Photographer                |
| • Certified Microsoft Professional & Trainer           | • Cubmaster & Assistant Scoutmaster        |

## R e f e r e n c e s A v a i l a b l e U p o n R e q u e s t