

BRYAN GOTTLIEB

COMMUNICATIONS • MARKETING • CONTENT • JOURNALISM



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bit.ly/bsg_portfolio

SKILLS

ADOBE CREATIVE SUITE

InDesign
Photoshop
Acrobat
Illustrator

BRANDING

BUDGETING

COLLATERAL

Advertising
Brochures
Manuals
Signage

COPY WRITING

Print
Web sites
Social media

CORPORATE COMMUNICATION

EARNED MEDIA

EDITORIAL PLANNING

FRONT LINE EDITING

INTERNAL COMMUNICATION

MARKET RESEARCH

MEDIA BUYING

MS OFFICE

NEW PRODUCT LAUNCHES

PAGE DESIGN/LAYOUT

PUBLICITY

SEO/KEYWORD INTEGRATION

SOCIAL MEDIA

Facebook
Instagram
Twitter AND YouTube

WORDPRESS

EXPERIENCE

CREATIVE CONSULTANT | 2019-Present

K2M Creative Media

- Content, account management and communication strategies for non-profit client.
- Event planning, brand management and seeking new business opportunities for law client.
- Increased employee engagement for a law firm client with C-suite leaders through internal communication program.
- Content and channel optimization, social media analytics and SEO implementation for medical practice.
- Conduct focus groups and analyze data analysis so clients are kept ahead of potential trends.

REMODELING AND RENOVATIONS | 2018-PRESENT

BSG INVESTMENTS, LLC

- Purchase and rehabilitate older housing stock for resale.
- Create budgets, coordinate sub-contractors and work with real estate for interior selections.
- Interface with city departments for permitting and inspections.

DIRECTOR OF COMMUNICATIONS | 2016-2018

Frankel Jewish Academy

- Executed multi-platform media campaigns (social, digital, print, direct mail) maximizing reach.
- Doubled social media user engagement through both sponsored and organic content.
- Designed and drafted print and digital advertising; managed media buys.
- Allocated budget resources ensuring efficacy of marketing, branding and outreach efforts.
- Planning of long-term fundraising opportunities, including sponsorships and other revenue generators.
- Managed public relations through earned and paid media; handled crisis communications.

AWARDS

SOCIETY OF PROFESSIONAL JOURNALISTS

2nd Place, Editorial Writing
Detroit Metro Times

3rd Place, Headline Writing
Detroit Metro Times

1st Place, Editorial Writing
Red Thread Magazine

1st Place, Headline Writing
Red Thread Magazine

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES Los Angeles, Calif.

Journalism Post-Graduate | 1999

BOSTON UNIVERSITY Boston, Mass.

B.S. Communication | 1995

AREAS OF SPECIALTY

A.P. Style

Health Care

Law

Finance

Breaking News

Grant Writing

Science

Product Description

Real Estate

General Business

Opinion/Editorials

Manuals

EXPERIENCE CONT.

EDITOR-IN-CHIEF | 2013-2015 DETROIT METRO TIMES

- Served in a leadership role, setting the agenda for news and information coverage on a weekly basis.
- Acted in concert with the Publisher to ensure beats dovetailed with financial objectives.
- Responsible for editorial planning; supervising assignments and providing guidance to staff.
- Directed preparation of copy and ensured editorial integrity.
- Managed departmental administration, including editorial employees, budget and payroll.
- Invigorated moribund digital platform by setting quantifiable goals that increased page views.
- Slashed department overhead by more than 20 percent by renegotiating contracts with vendors.
- Coached and trained up-and-coming talent: reporters, photographers and college interns.

EDITOR | 2009-2013 RED THREAD MAGAZINE

- Founding editor: Developed and honed the editorial voice; curated content offerings.
- Managed a monthly budget, and team of writers and photographers.
- Worked to establish the magazine's brand by holding "meet-and-greet" events with readers.
- Advised circulation department on general distribution and specific drop points.
- Coordinated goals with sales director to help account executives achieve financial benchmarks.
- Produce feature and spot news stories for multiple platforms (e.g., print, web, podcast).

MANAGING PARTNER | 2001-2008 MB HURON VALLEY GROUP, LLC

- Managed day-to-day affairs of a residential home building company.
- Tripled annual revenue over the course of eight years to exceed \$1M.
- Managed materials purchasing and sub-contractor hiring.
- Produced pro forma data ensuring financial compliance.