

# Jeff Bittner

## Marketing Strategy Management

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## Skills

- B2B Sales & Account Management
  - Project & Team Leadership
  - Budgeting & Financial Planning
  - Marketing Strategy & Campaign Execution
  - Digital & Print Media Management
  - Brand Development & Positioning
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## Experience

### Advertising & Marketing Strategist

**2016 - Present**

- Manage B2B sales, client relationships, and marketing strategies across various industries.
- Oversee multi-platform marketing campaigns from planning to execution.
- Lead project management, budgeting, and vendor negotiations.
- Coordinate teams to deliver brand-consistent marketing solutions.

### Creative Director

**Think Tank Media | 2013 - 2016**

- Led sales, client acquisition, and project execution for a marketing agency.
- Managed branding, advertising, and promotional campaigns.
- Directed a creative team and optimized agency operations.

### Senior Graphic Designer

**Currents Magazine | 2011 - 2012**

- Created print and digital ad campaigns for clients.
- Managed content integration into magazine layouts.

**Graphic Designer II (Civil Service)**  
**Ocean County Library | 2004 - 2011**

- Designed marketing materials for 22 library branches.
- Developed outreach strategies as part of the OCL Marketing Board.

**Graphic Designer**  
**Fodesoftware Corporation | 2000 - 2003**

- Led marketing and branding efforts for a B2B software company.
  - Designed promotional materials and software UI.
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**Education**

**Associate's Degree – Visual Media & Communication Design**  
Brick Computer Science Institute, Brick, NJ  
3.9 GPA | Early Graduation (Top 1%)  
Feb. 2000 - Sept. 2001