



# TIM BREHMER


DIGITAL MARKETING PROFESSIONAL

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## PROFESSIONAL EXPERIENCE

### MRM // MCCANN

Analyst, Global Performance & Analytics

5/18 - present

- Led web personalization strategy and implementation for General Motors Canada sites

- Leveraged site analytics tools (Adobe Analytics, Decibel Insights) to diagnose friction points for online users and recommend data-driven optimization opportunities

- Collaborated with media planning and digital creative agencies to ensure digital optimizations were aligned to site key performance indicators

### DIGITAS

Analyst, Global Data & Analytics

9/17 - 5/18

- Managed the migration and website analyses of over 15 global web properties for Dow Chemical

- Led the development of an automated, online engagement dashboard for all Dow sites; identified standards for digital effectiveness

### UNIVERSAL MCCANN

Senior Search Analyst

9/15 - 9/17

- Oversaw digital search campaigns for Fiat-Chrysler, Nationwide Insurance, and GoPro

- Spearheaded initiative to identify effectiveness of various B2B lead aggregators for Nationwide Commercial digital initiatives

### INTERNSHIPS

Marketing Intern

9/13 - 9/15

#### HELLA

5/15 - 9/15

- Consolidated, analyzed, and reported on automotive sales to help identify new business opportunities

#### BOSCH

7/14 - 9/14

- Developed the content management structure for Fiat-Chrysler sales materials; helped identify measurement criteria for effective use

#### GTB

1/14 - 3/14

- Analyzed and reported out on competitor and industry trends to fuel digital strategies for the technology team

#### BOSCH SI

9/13 - 12/13

- Responsible for updating Bosch Software Innovations' social media accounts, managing web content, and updating leads in Salesforce

## EDUCATION

### THE UNIVERSITY OF MICHIGAN-DEARBORN

Masters of Business Administration, Marketing

1/18 - present

GPA: 3.5

### THE UNIVERSITY OF MICHIGAN-DEARBORN

Bachelors of Business Administration, Marketing

9/12 - 9/15

GPA: 3.2

## INTERESTS

Reading, writing, hiking, camping, running, hockey, soccer, home-brewing