

TIM BREHMER

MARKETING PROFESSIONAL

🏠 9209 Park Ave, Allen Park, MI

☎️ (313) 806-7874

✉️ tim.c.brehmer@gmail.com

🌐 [linkedin.com/in/timbrehmer](https://www.linkedin.com/in/timbrehmer)

🔗 timbrehmer.com



WORK EXPERIENCE

Universal McCann

www.umww.com

Senior Analyst, Digital

Dec 2016 - Present

- Led the development of a 2017 planning presentation for the Nationwide Commercial Insurance team.
- Spearheaded the initiative to identify and test new call partners for Q1 in 2017.
- Oversee all digital advertising campaigns for Nationwide Commercial and Life Insurance campaigns.

Universal McCann

www.umww.com

Analyst, Paid Search

Sep 2015 - Dec 2016

- Monitored and optimized Dodge and FCA Credit Card paid search accounts while maintaining KPI benchmarks.
- Restructured a new business account and created specialized, client-dictated campaigns (Woodward Dream Cruise, NCAA Football).
- Recognized as a "Key Contributor" at our national all-hands meeting in September 2016.

HELLA

www.hella.com

Marketing Intern

Mar 2015 - Sep 2015

- Analyzed and consolidated data from Automotive News, IHS, and internal resources to identify new business opportunities for HELLA's sales departments.
- Created various marketing presentations and reference documents to be used for sales forecasts and planning by office leadership.

Robert Bosch LLC

www.bosch.us

Marketing Intern

Jul 2014 - Sep 2014

- Constructed an internal resource-sharing platform to increase global collaboration across sales contacts.
- Designed site layout and created a monitoring system to ensure ease-of-use and long-term success.

GTB (Team Detroit)

www.gtb.com

Technology Intern

Jan 2014 - Mar 2014

- Evaluated opportunities to optimize Ford's site performance on desktop and mobile using Google Developer tools.
- Tracked competitor and industry technology trends and provided insights in concise marketing presentations to be used by the team overall.

Bosch SI

www.bosch-si.com

Marketing Intern

Sep 2014 - Dec 2014

- Managed the company's online presence through regular website and social media channel updates.
- Monitored and organized prospective B2B leads using Salesforce.com and internal resources.



ABOUT ME

EDUCATION:

THE UNIVERSITY OF MICHIGAN-DEARBORN

Bachelor of Business Administration - Marketing

Sep 2012 - May 2015

ORGANIZATIONS:

THE AMERICAN MARKETING ASSOCIATION (AMA)

Collegiate Chapter President - 2015

Vice President of Communications - 2014

PERSONAL INTERESTS:

Traveling, camping, hiking, blogging, reading, sports (hockey and soccer).



AWARDS/RECOGNITIONS

PROFESSIONAL:

Google AdWords Certified Professional

Bing Ads Certified Professional

Key Contributor Award Recipient

ACADEMIC:

Student Leadership Synergy Award Recipient

Transfer Scholarship Recipient

PHILANTHROPIC:

AMA Outstanding Chapter Planning

AMA Outstanding Marketing Week Performance

AMA Marketing Strategy Semi-Finalist