

BRIAN WITTMAN

bwittman.com linkedin.com/in/bkwittman 203.733.2614

CHIEF CREATIVE OFFICER

BOTTOM LINE INC Stamford, CT 2015 to present

For over 40 years, BottomLine Inc has provided consumer health and financial news to over 20 million readers worldwide. Its vast array of expert-sourced content is published in both subscription-based newsletter and books, including licensed publications from the world's most prestigious direct marketing partners.

- Manage in-house staff and outside print and digital designers and copywriters (22+).
- Lead company's re-branding efforts as they transition to multi-channel.
- Recreated the core direct response efforts to achieve 21-61% lift in response equaling a trajectory of an additional \$4-10+ million in additional revenue.
- Designed and launched the new consumer-facing website and e-tail store creating best-in-class user experience (Wordpress and Magento).
- Influenced marketing and social efforts, overseeing and applying best-practices.
- Negotiated new contracts and vendor relations to reduce operating costs by \$250,000+/year in the first 6 months alone.
- Direct and manage in-house video, photography and podcast studio.

CREATIVE LEADER

BRIAN WITTMAN STUDIO Brookfield, CT 2001-2014

Creative leader for a myriad of start-up initiatives including:

MXVGOLF Patented product design, marketing, and day-to-day business for the world's most accurate golf putter. Includes video production, trade show design and advertising.

COLUPON Ridgefield, CT 2013

Serving as VP Marketing/Creative Director for mobile app start-up in the coupon space. App and web design, social media, digital marketing retail and student ambassador programs and marketing strategy and execution including investor presentations.

ZOID Greenwich/Phoenix 2009-2014

Serving as Creative Director for the development of mobile security applications including user experience and interface design, website integration, brand identity, consumer copywriting and scripting/VO and multimedia presentations for raising venture and crowdfunding capital.

CORE COMPETENCIES

Brand Identity
Design
Typography
Professional photographer
Writer/Producer/Director
Web design/development
Direct response innovations
Mobile App UI
Digital Marketing
Social Media
Video

Culture
Strategy
Efficiencies
Team-building
Innovation
Product development

CAREER HIGHLIGHTS

First album credit:
Jimmy Buffett Feeding Frenzy

First creative director:
priceline.com

Notable branding:
WWE's The Undertaker

Patent:
Golf putter design

Product launches:
Portfolio of new products in food, fashion, music and sports

INFODIRECTIONS INC Victor, NY 2001-2011

Served as Creative Director for top tier telecom billing software company. Developed the brand's overall business-to-business initiatives including website, marketing, collateral, trade advertising, national trade show booth and user group themes and curriculum templates.

BY KIDS FOR KIDS Stamford, CT 2003-2009

Served as Creative Director for kids invention-to-patent company. Executed themed website challenges (custom branded landing pages, banners) matching in-school curriculum, licensing and convention trade material including video production, trade show materials and investor presentations.

GUIDEPOSTS Carmel, NY 2003-2009

Freelance contractor providing web-based solutions to direct mail efforts for new subscribers. Tested numerous traditional direct campaigns with great success providing copywriting and design services. Developed proprietary interactive direct response vehicle resulting in 34% response rate.

CREATIVE DIRECTOR/VP

PRICELINE.COM Stamford, CT 1998-2001

Employee #22 for the world's first "name your own price" travel agency, priceline.com (an incubated company from its parent, Walker Digital), grew to be the third most recognized site on the internet. Brought a one man shop for the first 7 months of start-up to managing over 16 employees for a spin-off, in-house world class agency.

- Creative force behind driving company's market value to 23.1 billion in the first two years.
- Designed corporate brand identity for priceline.com (subsequent verticals and additional incubated companies of WDD).
- Wrote, directed and produced William Shatner radio commercials.
- Designed and prepared all media including magazine and newspaper advertising campaigns.
- Managed a streamlined department of 16 designers to facilitate an effective alternative to outside agency costs, developed and controlled departmental budget in excess of \$2M.
- Negotiated media buys with top radio networks and personalities including Howard Stern, Rush Limbaugh and Opey & Anthony.

SOFTWARE

Adobe Creative Suite (PS, ID, AI)
Adobe Audition
Dreamweaver
Apple Keynote/Powerpoint
Microsoft Office

AWARDS

American Corporate Identity:
InfoDirections and WNW brand identities

Advertising Club of Connecticut:
Best website design,
Best of Logo design

PAST AFFILIATIONS

Board of Directors:
CT Special Food Association
Advertising Club of Connecticut