

BRETT A. C. COBHAM

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MARKETING, GRAPHIC DESIGN, & UX DESIGN LEADER

Connecting Marketing Ideation to Creative Execution

A poised, eloquent communicator with a track record of developing, executing, and directing creative projects, consistently delivering on time and within budget. A visionary and passionate practitioner known for motivating team members to succeed. An adaptable marketing professional driven by curiosity and a steadfast dedication to learning new approaches and systems. Capability highlights:

**Creative Project Management | Print and Digital Design | UX Design (Marvel App & BalsamiQ)
Business Strategy | Problem Solving | Strong Presentation, Written and Verbal Skills | Agile Mindset
Team Leadership and Management | Critical Thinking | Strong Work Ethic
Creative / Design (Adobe and Corel) Expertise | CoreMedia (& WIX) CMS Expertise**

PROFESSIONAL EXPERIENCE

VF CORPORATION (Contracted by TEKSystems), Remote

Oct. 2021 – Sep. 2023

VF Corporation (parent company of **The North Face, VANS, Timberland**, Eastpak, JanSport, And1, and Dickies), established in 1899 and headquartered in Denver, Colorado, is a prominent global leader in the apparel and footwear industry. The company boasts a portfolio of 13 renowned brands.

CMS Training & Support Lead / Presentation Specialist – VANS, The North Face, Timberland

Provided the CoreMedia online authoring teams at VANS, Timberland, and The North Face with prompt, crucial help and training. Worked with platform developers to improve CoreMedia Studio performance and quickly resolve CoreMedia issues affecting site authoring. Created an extensive knowledge base repository on Confluence to provide CoreMedia authors with the tools and documentation needed to execute daily tasks.

- Led biweekly demonstrations to highlight the most recent feature releases. Supplemented these demonstrations with PowerPoint takeaways.
- Created succinct "How To" step-by-step instructional videos and slide deck presentations using Adobe Premiere Pro, Adobe Photoshop, Murf, and PowerPoint to provide full guidance on using CoreMedia components and building CoreMedia web pages.
- Assessed UX designs and sketches to establish whether they were compatible with CoreMedia layout functionality, in some cases offering alternatives to proposed layouts.

FLORIDA POWER & LIGHT COMPANY (FPL), Juno Beach, FL

Apr. 2020 – Oct. 2021

FPL, the leading energy provider in the United States when measured by retail electricity generation and sales, serves over 5.6 million customer accounts, providing essential energy services to over 11 million residents across the state of Florida.

Senior Communications Specialist / User Experience (UX) Product Owner

Provided UX insights and direction to project teams throughout the ideation phase of application development. Created and implemented custom solutions and user experiences for FPL.com users.

- Created wireframes and prototypes using tools like BalsamiQ and Marvel App, based on process flow diagrams and business requirement documents.
- Worked closely with the analytics team to ensure precise tagging of application elements, paving the way for post-implementation data tracking.
- Conducted rigorous performance testing of applications in pre-production environments to validate their functionality and efficiency. Continuously monitored application performance post-implementation to ensure optimal user experiences.

TBC CORPORATION, Palm Beach Gardens, FL

Aug. 2019 – Feb. 2020

A premier marketer of automotive replacement tires in North America, TBC serves as the parent organization for a distinguished family of brands, including Tire Kingdom®, Midas®, Merchant's Tire®, Big O Tires®, Tire America®, NTB®, and NTW®.

Web Business Analyst / Product Owner, NTW®

Oversaw and orchestrated NTW®'s web optimization initiatives, managing release cycles and the web infrastructure's overall operation. Delivered recommendations in line with user and business requirements, resulting in solutions that adhered to best practices.

- Led the charge with respect to the management of releases and enhancements. Captured, documented, and translated business requirements, converting them into actionable directives for the development team.
- Fostered seamless cross-functional collaboration among Digital Analytics, UI/UX, Marketing, IT, and Operations teams to gain deeper insights into optimization.
- Facilitated high-impact meetings and brainstorming sessions, interacting with executive-level project sponsors, and driving the creation of innovative, quantifiable outcomes that advanced the overall digital vision.

OFFICE DEPOT, CORPORATE, Boca Raton, FL

Jun. 2013 – May 2019

A prominent Fortune 500 office supply retailer, boasting an impressive annual revenue exceeding \$11 billion, a dedicated workforce of over 38,000 employees, and a robust network of 1,400+ retail outlets.

eCommerce Marketing Consultant, Digital Marketing (May 2015 – May 2019)

Managed web projects for the real estate division, credit department, and loyalty programs. Collaborated with digital channel owners to maximize marketing budget allocation.

- Performed migration of web pages from an out-of-date legacy environment to the CoreMedia web platform. The process involved the redesign of B2C page layouts, and the vetting and selection of copy and imagery to enhance appearance, relevance, and performance.
- Oversaw the creative development of the B2B website's overhaul resulting in a 17% increase in lead generation.
- Advocated for the creation of more engaging creative content and copy for the 'Print and Copy' web category. Collaborated with web development specialists and departmental managers resulting in an 11% lift in category revenue.
- Created promotional web tiles on a weekly basis, directly contributing to year-over-year (YoY) growth in click and conversion rates.

Production Specialist and Graphic Designer (Jun. 2013 – May 2015)

- Oversaw the execution of insert design projects and helped shape the direction of weekly strategic planning and production analysis meetings.
- Developed and implemented a comprehensive training program for three catalog designers, providing them with knowledge of the company's proprietary insert production software. This initiative resulted in a significant increase in the overall efficiency of the design team.

STRATEGIC MARKETING, INC, Palm Beach Gardens, FL

May 2011 – Aug. 2011

Strategic Marketing is a privately owned, multi-award-winning advertising agency offering a comprehensive range of services.

Creative Services Manager

- Oversaw the creation of direct mail, inserts, and other marketing collateral items for agency clients. Designed layouts for public relations releases for both the agency and its clients.
- Established and managed an archiving system for streamlining and tracking digital photography and marketing campaigns, increasing overall project efficiency.

MAGNEUS CONSULTANTS, Boynton Beach, FL

Jun. 2005 – Jun. 2013

An independent consulting firm dedicated to the strategic management of diverse freelance projects in the creative realm. The portfolio encompasses work done for companies across a wide spectrum of industries, including healthcare, education, finance, legal, sports, communications, and environmental sectors.

Creative Project Management Freelancer/Business Partner

Created WIX websites, logos, and digital and print advertising material for clients, orchestrating the entire process from crafting copy, selecting appropriate typography, handpicking engaging imagery and layout design to creating branding and identity style guides.

Highlights included:

- Creating marketing collateral for Georgetown University Florida alumni that highlighted the vibrant Miami events and attractions during Alumni Week. This project required a meticulous approach to copywriting, editing, and proofreading.
- Guiding and inspiring the City of West Palm Beach's Office of Sustainability's creative think tank, forging collaborative partnerships with a diverse range of stakeholders. We collaborated on a visionary "Rethink Paradise" sustainability project plan that spanned more than 100 pages, charting a course toward a more sustainable and environmentally conscious future.

COURTS UNICOMER JAMAICA, LTD, Kingston, JA

May 2003 – Jun. 2005

Courts Unicomer stands as the premier retailer in the Caribbean, boasting a dominant presence in the appliance, electronics, and furniture sectors. With an expansive network of 93 stores across 11 countries, bringing quality and convenience to discerning customers throughout the region.

Creative Services Manager

Supervised a dynamic team of four talented graphic and web designers in the creative development of catalogs, inserts, web-based promotions, direct mail, signage, and annual reports.

- Improved team performance and cohesion by leading cross-training initiatives and encouraging skill development.
- Successfully reduced production costs by 35% by negotiating streamlined agreements and identifying highly efficient print partners in both Jamaica and the United States.

ADDITIONAL RELATED EXPERIENCE

DAH CONSULTING, INC, New York, NY

Marketing Consultant/Graphic Designer: Created digital and print marketing collateral for company clients.

MOOYOUNG BUTLER ADVERTISING, Kingston, JA

Account Executive: Managed budgets and supervised creative for company clients.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA), Marketing | Georgetown University, Washington, DC

Bachelor of Science (BSc., Honors), Business Management | University of the West Indies, Jamaica

Project Management (PMP®) Certification | Project Management Institute

Certified Usability Analyst (CUA™) Certification | Human Factors International (HFI)

CoreMedia Authoring Certification | CoreMedia, CMS

PORTFOLIO

<https://bmcobham.wixsite.com/brettcobham/portfolio>