

**Jeff Behrenhauser**  
Brand & Marketing Manager

**CONTACT:**

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**RELEVANT SKILLSETS:**

(Years of Experience)



**PORTFOLIO:**



**EXPERIENCED BRAND & MARKETING SAVANT WITH CREATIVE BACKGROUND**

Established industry professional with 20+ years of in-house and agency experience, driving targeted brand and marketing experiences with measurable success. Delivers innovative creative solutions that solve complex marketing challenges and achieves key strategic objectives on time and within budget. Develops marketing and branding strategies with a multichannel approach, integrating print, web, e-commerce, email, social media, and immersive experiences that optimize brand recognition. Leads and collaborates effectively with designers, developers and outside vendors to build measurable, digital user experiences. Defines project scope, develops comprehensive plans with tangible goals, and executes within brand standards. Communicates strategies, project updates and proposals effectively with stakeholders. Experienced tactical problem solver with strong technical skills. Quickly learns and implements emerging technologies and adjusts to evolving industry standards.

**ACCOMPLISHMENTS**

**Drydene Performance Products**

- › Designed UX and managed development of the Drydene.com website with e-commerce capabilities.
- › Designed and managed all Drydene product packaging including Heavy-Duty Lubricants and Drydene Racing Formulas.
- › Launched DRFRacing.com website for new Drydene Racing Formulas (DRF) product line.
- › Created Drydene400 logo with sweepstakes landing page for NASCAR race series sponsorship. Collected over 12k entries from race partnerships, social media assets, on-site promotions, email marketing, and PR.
- › Launched successful GeoFencing ad campaign for DRF product unveil at the World of Outlaws Finals in Charlotte, NC.

**PPC Lubricants**

- › Updated PPC Lubricants logo and its subsidiary service logos, presentation assets, business collateral templates, building signage, and truck wraps.
- › Lead design and development of current branded website for pclubricants.com and manage all site content.
- › Implemented a living Google Analytics Data Document to measure site metrics.
- › Implemented Google Ads campaign to target relevant industry leads acquiring over 89 hot sales leads in 2019, doubling the previous recorded year.
- › Launched successful sales print collateral online ordering and fulfillment system; .pdf downloads for all assets.

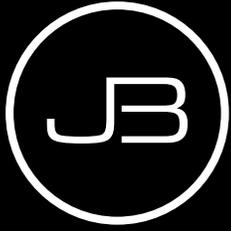
**The Eastwood Company**

- › Redesigned the Eastwood logo, including website, print and digital marketing assets, packaging, and internal collateral.
- › Managed the design and development of a shopping cart abandonment program representing over 26% of email sales.
- › Developed cross-sell email triggers and automated conversations with 60% click-through and 4% conversion rates.

**WORK EXPERIENCE**

For a complete work history and more details, please visit [linkedin.com/in/jeffbehrenhauser/](https://www.linkedin.com/in/jeffbehrenhauser/)

COMPANY	POSITION	RESPONSIBILITIES	TENURE
Drydene Performance Products Jonestown, PA	Brand Manager/ Identity Developer	Contribute to the growth and success of the Drydene brand in the commercial, industrial and automotive markets. Oversee all brand assets for the Team Drydene race program. Develop and maintain continuity of all brand assets, graphics and messaging. Planning, writing and creative for all marketing channels, including website content, social media, google ads, industry publications, catalogs, email marketing, event assets, video and photography. Day-to-day brand management across channels.	2017- Present
PPC Lubricants Jonestown, PA	Brand Manager/ Identity Developer	Develop and maintain continuity of all PPC brand assets, graphics and messaging. Works with leadership and outside resources to plan, write and create content for multichannel assets, including the website, blog, social media, google ads, industry publications, catalogs, email marketing, event materials, video and photography. Day-to-day brand asset management.	2017- Present
Hair Direct Lancaster, PA	Web Project Manager	Manage in-house teams and vendors to plan and execute all company web and email strategies. Plan company events, manage internal creative and production workflow, conduct project kickoff meetings, manage timelines, present status reports, and develop/improve internal processes.	2016- 2017



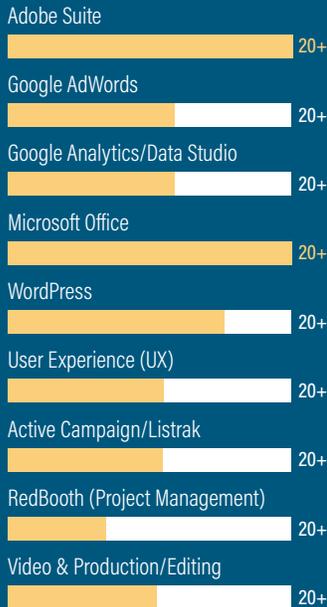
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### TECHNOLOGY:

(Years of Experience)



### PORTFOLIO:



## WORK EXPERIENCE (CONTINUED)

COMPANY	POSITION	RESPONSIBILITIES	TENURE
The Eastwood Company Pottstown, PA	Manager, Creative Services	Lead team of creative and production professionals with 5 direct reports. Planned, directed and executed creative strategies for all sales channels including email, web, print, e-commerce, retail stores, B2B and events. Partner with Product Engineers to develop Eastwood-branded products, packaging, sales messaging and positioning. Participate in leadership strategy meetings	2011-2015
The Eastwood Company Pottstown, PA	Email Marketing Designer/Strategist	Develop and implement email and web marketing strategies for all sales channels. Write, design and produce email and web marketing campaigns with multichannel support deliverables including, landing pages, web banners, customer surveys, email preferences, personalization, product triggers and automations.	2010-2011
Bachleda Advertising Schaefferstown, PA	Creative Director	Lead creative department for local ad agency with 4 direct reports. Manage all creative and marketing strategies, art direction, project trafficking, production vendors, client requests, copy writing and other day-to-day agency operations. Participate in client presentations and new business planning. Function as graphic designer/production lead on assigned client projects.	2006-2009
Zurich Insurance Baltimore, MD	Sr. Graphic Designer	Design and produce all internal business unit communications materials. Design B2B commercial property and casualty insurance sales materials for the North American division. Develop, design and manage personalized animated e-greeting card initiative.	2003-2006
J Walter Thompson Philadelphia, PA	Art Director	Plan creative strategies for client initiatives. Design and produce advertising and promotional campaign deliverables including animated e-cards, microsites, event materials, logos, collateral, and other web-based communications. Client industries include pharmaceuticals, financial, communications and consultants.	2000-2003
Dream Chaser Ent. Eddystone, PA	Sr. Graphic Designer	Designed and engineered subscription-based mail programs for kids for K-12. Develop encoded letters, personalized mailboxes, program identities, marketing materials, and assigned tasks.	1999-2000
Bailey Design Group Plymouth Meeting, PA	Graphic Designer	Design and produce product packaging for Fortune 500 clientele, including bottle and carton design, POP Displays, retail signage, brand identities, environmental design, collateral, and package engineering. Primary industries include pharmaceuticals, beverage, spirits, food, retail, electronics and hospitality.	1996-1999

## TRAINING / CERTIFICATIONS

INSTITUTION	PROGRAM	ATTENDANCE
Center for Workforce Development	Management Development	2014 (14hrs)

## EDUCATION

INSTITUTION	MAJOR	ATTENDANCE
Temple University	Graphic Design & Illustration	1992-1996