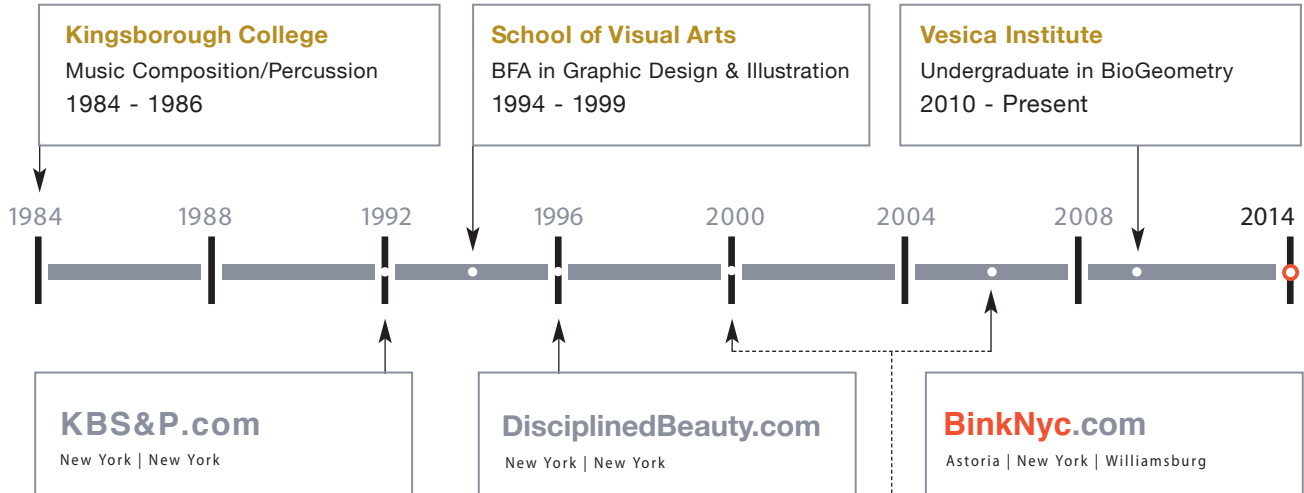




335 West 35th Street, 3rd Floor
New York | New York 10001

BREUK + IVERSEN

www.BinkNyc.com
Cell (718) 578-6613



Accounting Coordinator - Attaché to the Comptroller and Financial Director. Responsibilities included: Media and Production invoicing, Accounts Payable, Accounts Receivable, Check advances, and expense reports. Accounts Included: The Family Circle, Chase Manhattan Bank, Snapple, Coach Leatherwear, Kenneth Cole, and Schieffelin & Somerset, Kate Spade.

December 1992 - October 1993

Studied with:

Len Sirowitz, Dick Raboy, Paul Davis, James Victore, Tony Palladino, David Sandlin, Steven Brower, Luba Lukova, and Milton Glaser.

Proficient in:

Client Sales, Client Accounting, SEO Print Production, Tetrad Management, Advertising, Brand-ID, Social Media, Reputation Management, Copywriting, Graphic / Environmental / Web Design, Adobe Suite and Microsoft Office.

Affiliations:

4A's Innovation Lab
NYC Power Group
Sacred Order of the Magi
AMORC (Rosicrucian Order)
Adrian's Network
TheWhoCup.com
Society's Choice

Founder and Creative Director
Design Firm: Development of corporate identity programs, logos, catalogs, brochures, magazines, web design, multimedia, interior design, and printed collateral material. Advertising concepts and licensing pertaining to corporate, sales, entertainment, design, mass marketing and service based companies. Daily operations include: Graphic and Social research, Product design, and client correspondence.

January 1994 - Present

11211 Magazine, Inc.

Williamsburg | Brooklyn

Proprietor • Publisher • Designer

Free Circulation: 10,000 copies bi-Monthly Local Cultural Arts Magazine: Original Creative Direction, Copywriting, Design, Advertising, and Promotion.

Also Published under 11211Magazine: TheBoxMap 2002, Fortnight, Appetite 2002-2006, 10003 Magazine.

July 2000 - November 2006

Wburg Concierge, LLC

Neurochemical Bureau of NYC, 11211 The Offal Project, Beehive Nyc, Ta'amul Ballet.

Creative Director + Publicity

- Search Engine Optimization (Google)
- Targeted Marketing (Facebook)
- Video Development (YouTube)
- Neuro-messaging (Wikipedia)
- Content Broadcasting (Twitter)
- Brand Architecture (Craigslist)
- Publicity (E-mail, News Media, Blogs)

July 2000 - Present

Appeared/Mentioned in:

The New York Times, New York Post, NY Daily News, SVA Alumni Journal, Greenpoint Star, Newsday, BCAT TV, Wikipedia, and Brooklyn Rail.

Fine Art:

- **11211 Magazine** is in the permanent archives of: Brooklyn Museum of Art, NYC and Brooklyn Public Libraries, Williamsburg Art and Historic Center, School of Visual Arts and The MET.
- **The Offal Project:** (designer)
Galleries in McCaig-Welles Gallery, The State of Art, Front Room, WAH, Dam Stuhltrager Gallery.

Knowledge & Interests:

Conceptual Thinking, Cultural Trends, Traditional Chinese Medicine, Feng Shui, Tetrad Management, Social Media, Taoism, Metaphysics, Neurochemistry, Music Composition & Fine Art.



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PROPRIETARY ENTERPRISE:

20 years experience in corporate design, copywriting, new business development: start-ups, small and mid-sized corporations in: advertising, branding, communications, business development and design (graphic, interior and web), education (tutor: sales and social media), futurist: Tetrad Manager.

PROFILE:

Successful entrepreneurial skills and effectual leader with a proven ability in corporate project management, entrepreneur endeavors and brand building.

- o Extensive executive managerial experience
- o Master of delegation, motivation and innovative income generation
- o Passion for establishing long-standing, bonding client relationships
- o Well-developed and effective Reputation Management and Client Service(s).

SUMMARY OF ACHIEVEMENT:

Communication

- o Assisted thousands of client businesses in Williamsburg | Brooklyn and downtown, New York City
- o Negotiated leases; rental & business contracts with real estate, law firms, and medical professionals
- o Consulted on new project development with local business and real estate developments
- o Aided clients and customers with Advertising, Branding, Communications and Design standards
- o Designed and developed successful negotiations in conflict disputes, retail leases, etc.

Initiative & Analysis

- o Internal and external corporate restructuring, increasing sales revenue
- o Reorganized retail facilities to comply with NYC building codes and increase profit
- o Devised new systems for merchandising based on capabilities and greater market reach
- o Prepared, conducted, and analyzed spread sheets, maintained and created accounting budgets
- o Analyzed extensive research on competition by generating reports, research, and income
- o Chair member on the Board of Directors of Planet Earth Roundtable (United Nations).

Leadership

- o Supervised internal and external operations for company development
- o Conducted and coordinated over 200 photographers, 150 illustrators, 175 writers
- o Trained dozens of employees in design, client management, negotiation, scheduling, and aesthetics
- o Acquired and maintained taxes, revenue, accounts payables/receivables and liability insurance
- o Arranged, produced, promoted and directed bi-monthly marketing events in a community setting
- o Scheduled, organized and motivated employees; strengthened their strengths.

Awarded

- o 17 Awards in Advertising and Graphic Design (Print, One-Show, Communication Arts)
- o Candidate for Brooklyn Borough President's Honorary Citation for Brooklyn's Tourism Development
- o Selected by the 4TH's Innovation Lab's for Neurochemical field work for Branding and Advertising.