

513 560 6831
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www.tobiasbrauer.com

Let's connect.

Tobias Brauer, MBA, MDes

Senior Executive Leader: Marketing, Brand, & Creative

Education

MBA | 2023
University of Notre Dame

MDes | 2003
University of Cincinnati

BFA | 1998
Art Academy of Cincinnati

Expertise

Executive Leadership
Marketing Leadership
Strategic Planning
Brand Strategy & Equity
Creative Direction & Ideation
Agency & Brand Direction
Go To Market Strategy
Visual & Verbal Brand Direction
Creative & Technical Direction
Project & Budget Leadership
Personnel & Resource Leadership
Design Thinking Process Expert
Visual & Creative Design Direction
Digital Content, Video Production
Advertising & Digital Marketing
SEO, SEM, & CX Planning
Experiential Brand Activation

Languages

English | Spanish | German

I'm an executive leader who has helped Fortune 100 organizations turn their business stories into human motivations for more than 20 years.

Experience

Executive Creative Director | 2022–PRESENT

Hyperquake | hyperquake.com | Cincinnati, OH

Member of Executive Leadership Team, and Head of agency's Brand Building business unit. Leading and directing agency efforts to build and evolve brands—from small privately owned businesses to fortune 100 companies. Member of agency's senior leadership team. Directing strategic client marketing work & go-to-market planning. Overseeing \$10m in annual revenue. Managing an annual department budget of \$1.2m.

Creative Director | 2014–2022

L!VE | gowithlive.com | Cincinnati & Columbus, OH

Head of Creative & Design departments. Directed creative and strategic vision on all new business, wrote marketing strategies & tactics to realize business goals, oversaw \$4m in annual revenue. Managed annual departmental budget of \$650k.

Professor of Visual Communication | 2003–2014

Northern Kentucky University | nku.edu | Highland Heights, KY

Founding faculty member of redesigned Visual Communication Program. Taught and designed courses at all levels of Communication Design Curriculum. Faculty Advisor to AIGA Student Chapter. Faculty Advisor for student design internships. University Curriculum & Benefits Committees.