

Bob Garlick

Cell: 604 961 0842

E-mail: bob.garlick@gmail.com

UNDERLYING CORE STRENGTHS

“Bob is entrepreneurial in nature.
Give him an idea and let him run with it.”

Bruce Rutledge, Vice President, UNJ (Tokyo)

- Creative Thinker
- Bottom Line Discipline
- Intuitive Creativity
- Design for ROI
- Surpassing Set Goals

SKILL SETS

Design

- Brand positioning and management
- Global level design and ideas
- Conceptualization and enhancement of 3rd party concepts

Building

- Team building and motivation
- Collaborative capacity-building
- Budget enhancement through creative strategies

Brainstorming

- Initiation of action plans based on brainstorming ideas
- Innovative strategies to maximize an ideas impact
- Concept development and creative initiatives

Problem Solving

- Innovative problem solving
- Solutions delegation and management
- Bottom line (ROI) creative execution strategic thinking

Advertising Strategy

- Campaign Management
- Maximization of advertising budgets
- Leveraging traditional media

Presentation

- Presentation of ideas
- Negotiation of creative concepts
- Getting buy-in on complex creative projects

Motivator

- Generating inspiration and energy
- Exciting staff and clients alike
- Delivers value to every project

Marketing

- Visualization of market
- Communicating to targeted demographic markets
- Management of outsourced talent

A HISTORY OF SUCCESS

Yacht Haven Phuket Advertising Campaign

- Expanded 2 million dollar into a 7 million dollar advertising campaign through progressive presentations
- Project sold 40% of its properties in one month

Pan Pacific direct mail project

- Developed and enhanced a direct mail concept initiated by the GM of the hotel
- Outstanding execution resulted in a three year contract
- Response from targeted audience exceeded 43%

Creo Technical Brochure

- Managed the four month design project that involved a diverse set of disciplines and people
- Brochure sold out at large European trade show (DRUPA)
- Brochure is now printed in 7 languages

Asia Books Consulting

- Brand management of a large retail and publishing company in Thailand
- Built the internal design team to 12 people from 3
- Increased productivity and capacity by 65%

Tourist Authority of Thailand Designing

- Developed advertorial for placement in Forbes magazine
- Forbes use these advertorial as recommended layouts

DB Communications

- Launched a custom publishing firm that specialized in content for Southeast Asia magazines and newspapers
- Used by South China Morning Post soft news divisions
- Produced content remotely in Bangkok resulting in a profit increase of 27%

Barter Card Ad Campaign

- Re-branded and launched Barter Card Thailand as a high-end business tool
- The Thailand offices of Barter Card broke international sales records for two years running