

Bob Garlick

Chief Strategist at Garlick Marketing - Social Media Specialist - 35 Years in Advertising - Idea Implementation

bob@socialcontentgroup.com

Summary

We Understand What Makes Social Content Drive Sales and Generate ROI. Do You?

Generating great Ideas that stand out in the cacophony of today's social marketing platforms is key to your success. We create concepts that are relevant to what you need done today so that your marketing message is on target.

Social marketing strategy, Social Content and Social Platform monitoring are all key parts of a successful communication strategy. Implementing Great Ideas using the skill-set I have developed through 35 years in the advertising and design industry are a snap. Why? Because we have done it before and we will do it again.

Great ideas have no value unless you have the right management skill-sets to get them done on budget and on time.

We also help by consulting on Content Strategy so that your web presence is informative, entertaining and makes people come back for more.

Managing your online reputation, content strategy and brand equity is an immensely important job that is key to your online success on social platforms like Facebook, LinkedIn, Twitter, Google Plus and the many other platforms used by your target demographic every day.

Specialties

Marketing strategy, management of design talent, passionate about alternative thinking, social media as a listening tool.

Skills & Expertise

Lighting Design
Photojournalism
Commercial Photography
Illustrator
Set Design
Studio Lighting
Teaching Skills
Team Motivator
Marketing ROI
Multimedia

Art Direction
Creative Direction
Social Media
Social Networking
Internet
Brand Development
Corporate Branding
ideas
Editorial Strategy
Desktop Publishing
Video Editing
Video Production
Videography
Storyboarding
Multimedia Storytelling
Photoshop
Photo Editing
Fun and Fine Art
Political Art
Marketing Strategy
Content Strategy
Art
Fine Art
Digital Photography
Photography
Adobe Creative Suite
Social Media Marketing
Facebook
Digital Media
Blogging
New Media
Graphic Design
Video
Advertising
Copywriting
Creative Writing
Creative Development
Editing
Creative Services
Concept Development

Experience

CEO at Social Content Group

December 2011 - Present (1 year 10 months)

Social Content Group that brings a needed service for all the overworked business owners getting into social media. Content, social marketing management and monitoring, with ROI in mind.

5 recommendations available upon request

Creative Director at Richmond Children First

June 2007 - Present (6 years 4 months)

Rebranding and development of multiple projects including: Advertising, brochures, websites, trade-show booths, magazines and social media platforms. I was also involved in developing and growing awareness campaigns using unique ideas and cost effective solutions.

Chief Strategist at Garlick Marketing

September 2004 - Present (9 years 1 month)

Ideas, implementation of ideas and content for ideas. I do 3 things but I do them extremely well. Whether it's helping a team come up with awesome ideas or managing ideas so that they get done on time and on budget is our chief goal.

Creative Director / Owner at DB Communications

January 2002 - Present (11 years 9 months)

Small strategic design and idea firm

5 recommendations available upon request

Sr Art Director at Creative Wonders

June 2007 - March 2008 (10 months)

Worked as the lead Art Director helping this boutique advertising agency service local clients including Banks, Retail, B to B, Non-profit and a verity of other medium sized businesses. I worked on print design, advertising, production and concept development and execution.

Creative Director at DB Communications

August 1998 - May 2004 (5 years 10 months)

Small marketing and design consultancy that helps small and medium sized companies develop unique strategies and ideas to make their products and service stand out form the day-to-day messaging that we all experience.

Sr Art Director at Creo

January 2001 - October 2002 (1 year 10 months)

Managed a small art department (4 people) at the CREO head offices. Worked on global brand management and building communication colateral for the sales and marketing teams.

Creative Director at Creative Attitude

April 1988 - September 1989 (1 year 6 months)

Ran the creative department and help bring in new clients.

Art Director at UNJ

January 1985 - June 1987 (2 years 6 months)

Ran art department for a small Japanese ad agency for 3 years. Major clients included, Lufthansa airlines, Kao Plaza Hotel and Yokohama Intercontinental hotel

1 recommendation available upon request

Projects

Computer Service Company

January 2013 to Present

Members: Bob Garlick

Get the results you need on LinkedIn and other social platforms. We helped this company build awareness and build their community. Check out the link for more details and a free video on how we did it.

Publications

Creative Director

Metro Magazine Bangkok

Authors: Bob Garlick

Created the template and designed the magazine. Ran the art department and print production for the magazine.

Art Director/designer

Keio Plaza Hotel Tokyo

Authors: Bob Garlick

Designed and built the corporate communication magazine for the 1500 Tokyo hotel.

Education

School of Hard Knocks

Masters, Reality, 1974 - 2010

I recommendation available upon request

Interests

Learn cool new marketing trends or great new business books at my Podcast.

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12 people have recommended Bob

"I am the Co-Organizer of the Vancouver Business Network Meetup. On July 10, 2012 Mr. Bob Garlick spoke passionately and eloquently to my members. The title of his presentation was "Your marketing sucks!". Bob engaged the audience with the depth and breadth of his knowledge around marketing. He shared many tips, tricks and traps. He opened many eyes to the potential that can be realized with strong marketing skills. Bob is a great ambassador for marketing professionals everywhere."

— **Roger Killen**, was Bob's client

"I have used many of Bob's suggestions and I am a keen follower of Bob via social media channels and podcasts. Bob can assess a situation and see opportunities when others overlook these opportunities. Bob's knowledge is expansive and based on years of experience. Bob puts his knowledge on display on a regular basis by producing the vast amount of content that he does. This content is a testament to the knowledge and skill Bob has."

— **Craig Griffiths**, *Owner, Ask Find Buy*, was with another company when working with Bob at Social Content Group

"I had the opportunity to work with Bob on more than one occasion. Both times Bob came up with excellent marketing concepts that were implemented with great success. Bob is a great listener, very creative and offers excellent value. Would highly recommend Bob for "getting your new words and visuals out"

— **Alan Gough**, was Bob's client

"Bob is one of Vancouver's best kept marketing and advertising secrets. His vast and high level experience belies his workmanlike demeanor. Bob brings a passion and enthusiasm that businesses will want on their side."

— **Patrick von Pander**, *certified business coach, Business Coach, Trainer, & Speaker, The Big Picture Coach*, was with another company when working with Bob at Garlick Marketing

"Bob is a great guy, a fun guy and someone you can trust. I have sat down with Bob many times and picked his brain on marketing. Another great asset to Bob is that he is way ahead of most when it comes to being connected, whether it be online or offline, this guy can hook you up. Bob knows business is about relationships and that is exactly how he approached me. With his hand out and asking himself "How can I

help this guy?" Owen Clark President Byzhub.com"

— **Owen Clark**, *President, Byzhub.com*, was with another company when working with Bob at Garlick Marketing

"Bob is the master marketer of all things audio and his weapon of choice is the podcast. A remarkable marketer as I've seen his work with many of his clients, his branding method is outstanding. Highly recommended."

— **Earl Flormata**, *Marketing Sensei, Loud Ninja Marketing*, was with another company when working with Bob at DB Communications

"Bob is an outstanding guy who gets how to use marketing to grow a business. No BS just results..... Ian"

— **Ian Nethercott**, was Bob's client

"Bob Garlick's creativity is only surpassed by his enthusiasm and great relationships to clients. It is a true pleasure to work with him and I would recommend him to anyone. Gord Taylor Owner/PM Taylor Media Services Ltd."

— **Gord Taylor**, *Owner, Taylor Media Services Ltd.*, worked directly with Bob at DB Communications

"I remember the first meeting I attended with Bob. Everyone had brought overinflated concepts to the table. By the time Bob had dissected, removed superfluous excess and reduced the brief into a core idea that worked, there was lots of flotsam on the meeting room floor, and that was just the pre-pro. Bob is sharp, incisive, wonderfully creative and a pleasure to work with. You want to get a job done well, hire Bob Garlick."

— **Simon Grome**, *director, shootasia*, worked directly with Bob at DB Communications

"Bob is truly a talented marketing and graphics professional. Experienced, creative and well valued! He has an innate ability to know your needs, your budget and overwhelm you with what he can deliver quickly! Well seasoned and done right."

— **David Chin**, was with another company when working with Bob at DB Communications

"Bob is a great designer to work with. He's especially good when the deadline is encroaching and everyone starts to panic. That's when Bob uses speed and calm to help us produce ads, magazines and brochures with flair. He's versatile too, being an excellent photographer and well-versed in all things online. We worked together at Universal News Japan in the 1990s and had a lot of fun. We've stayed in touched and collaborated from time to time over the years."

— **Bruce Rutledge**, *Vice President, Universal News Japan*, worked directly with Bob at UNJ

"Bob's energy is contagious! His capacity for creativity unbounded! The only man I know with ten fingers in

forty pies!"

— **Dean Wilkins**, *Student, Camosun College*, studied with Bob at School of Hard Knocks

[Contact Bob on LinkedIn](#)