

CHRIS BRACKMAN

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OBJECTIVE

Director-level position in the creative field, responsible for overseeing projects from conception to completion, applying my first-hand experience from performing the same work in the same disciplines that are required to create projects that succeed in meeting deadlines and achieving company goals

QUALIFICATIONS

Constantly considering the “big picture” by focusing on **long-term planning**, especially to establish policies and procedures that have proven time and again to prevent, mitigate, or expedite recovery from damage caused by potential disasters, thus reducing harm to the company, its employees, or its shareholders

Always staying on top of latest research and trends to suggested and implement **process improvements** with the focus on **reducing costs** and **shortening deadlines** of projects

Leveraging **technology that provides a competitive advantage** through reductions in employee confusion, task overlap, and resource allocation and provisioning

Willingness to work with differing needs and viewpoints with an emphasis on **negotiating workable compromises** between competing interests, always **keeping a positive attitude** about possibilities and outcomes

ACCOMPLISHMENTS

- **Became entirely debt-free in 2006**
- Measurably **improved the reputation** of several clients
- Researched, qualified, and implemented a digital video archiving system which **saved one company thousands of dollars per month** in media and labor costs
- **Repeatedly received gift awards** from vendors, clients, and customers for showing proficiency in product knowledge
- Researched and evaluated the usability of website designs, and provided a client with recommendations that **won their website a usability award**
- **Saved one company thousands of dollars** by re-using recyclable materials in a novel fashion
- **Applied a disaster recovery plan which saved one company** after their marketing director inadvertently erased all digital media assets on the entire company network
- **Saved one company’s reputation** by intercepting, redesigning, and replacing marketing materials bound for a trade show which were full of typographical, grammatical, and printing errors – before the trade show and at **less than a third of the cost** of the original botched materials