

Bruce Tieves

Owner at Bruce Tieves Marketing & Communications

bruce@brucetieves.com

Summary

I tell authentic stories to make a living. I've been at it since 1991 when I landed my first writing job as a freelance high school sports reporter – raking in \$1.25 per column inch. After a five-year run in print journalism, I took my storytelling act to the corporate and non-profit worlds where I transitioned to a marketing communications storyteller. From 1996-2009, I held various marketing management positions primarily in the healthcare industry. I also did a two-year stint as an account manager at an ad agency. Then I went on a four-year sabbatical – opting to create memorable stories (instead of telling them) with my beautiful wife and remarkable little boys as a stay-at-home dad. After closing the Mr. Mom chapter of my story, I started a new chapter in 2013 with the birth of Bruce Tieves Marketing & Communications – a small business with a simple mission to help small businesses and non-profits capture greater market share through authentic storytelling.

Experience

Owner at Bruce Tieves Marketing & Communications

April 2013 - Present (2 years 3 months)

I've helped the following organizations tell their stories through print and electronic media. -- Homeboy Industries -- Girls Scouts -- Big Brothers Big Sisters -- Kuhn & Associates -- Ruskin Rooftop Systems -- Lexmark -- Albridge -- Aviation Solutions -- ATI Nursing Education -- Worth Your Weight -- Resolute -- EnlightnU Financial -- MetLife -- Artisan Solar Go to "Showcase Pages" on my LinkedIn company page to view work and visit www.brucetieves.com to learn how I can serve you and your organization.

Creative Services Manager at Cerner Corporation

September 2007 - May 2009 (1 year 9 months)

Skills Advanced: Client relations, strategic marketing/planning, business development, branding, ad agency management, employee management, team building, project management, website development, photo shoots, editing Influential Leaders: Melissa Hendricks, Marketing Director; Kent Westervelt, Marketing Director

Account Services Manager at The Roberts Group, Inc.

September 2005 - August 2007 (2 years)

Skills Advanced: Account management, strategic marketing/planning, business development, branding, client relations, website development, advertising campaigns, project management, promotional writing, newswriting, executive ghost writing, editing Influential Leaders: Barbara Thompson, President & CEO; Tom Ketterhagen, Creative Director

Marketing Director at Wisconsin Lutheran Child & Family Service

January 2003 - May 2004 (1 year 5 months)

Skills Advanced: Strategic marketing/planning, business development, branding, ad agency management, executive relations, fundraising, website development, advertising/direct mail campaigns, project management, collateral management, promotional writing, annual report writing, newswriting, editing
Influential Leaders: Richard Raabe, Associate Executive Director; Lee Vaccarella, Mission Advancement Director

Marketing Director at Wisconsin Evangelical Lutheran Synod

May 2001 - January 2003 (1 year 9 months)

Skills Advanced: Client relations, group presentations, strategic marketing/planning, branding, ad agency management, advertising/direct mail campaigns, photo shoots, merchandising, website development, project management, collateral management, promotional writing, newswriting, editing
Influential Leaders: Mike Hintz, Administrator; Bruce Becker, Administrator

Marketing Manager at Saint Michael's Hospital/Rice Medical Group

November 1996 - May 2001 (4 years 7 months)

Skills Advanced: Strategic marketing/planning, business development, branding, ad agency management, employee management, physician relations, executive relations, corporate relations, team building
Project management, public relations, advertising campaigns, special events, fundraising, photo shoots, website development, publications management, collateral management, desktop publishing, promotional writing, newswriting, executive ghostwriting, editing
Influential Leaders: Kim Peterson, Marketing Director; Jeff Martin, President & CEO

Associate Editor at Krause Publications

January 1994 - November 1996 (2 years 11 months)

Skills Advanced: Feature writing, editing, page design, magazine production, photo shoots, deadline management, strategic thinking
Influential Leaders: Greg Ambrosius, Editor; T.S. O'Connell, Editor; Steve Shackelford, Editor

Project Coordinator at Raabe Corporation

August 1991 - January 1994 (2 years 6 months)

Skills Advanced: Project management, strategic thinking, business writing
Influential Leaders: Daryl Raabe, President; Kent Raabe, Chairman; Bob Bath, Technical Director

Part-Time Reporter at Racine Journal Times

September 1992 - May 1993 (9 months)

Skills Advanced: Newswriting, interviewing, deadline management
Influential Leaders: Susan Shemanske, Editor; Tom Farley, Reporter

Freelance Reporter at Community Newspapers Inc.

August 1991 - May 1992 (10 months)

Skills Advanced: Newswriting, interviewing, deadline management Influential Leader: Mark Hutchinson,
Editor

Volunteer Experience

Big Brother at Big Brothers Big Sisters

Board Director at Lord of Life Lutheran Church

Skills & Expertise

Marketing Communications

Editing

Strategy

Marketing Strategy

Project Management

Copywriting

Marketing

Social Media

Education

University of Wisconsin-Milwaukee

Bachelor of Arts, Mass Communication, 1985 - 1991

Interests

Family, Boating, Fishing, Golfing, Vacationing, Table Rock Lake, Church, Mission Work

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[Contact Bruce on LinkedIn](#)