

Gerald Berliner

geraberl@mac.com
845 853-2374

Resume

I possess a wealth of experience spanning three decades in creating award-winning global brand identities and communications at the industry's highest levels, coupled with extensive experience in building, leading, and managing creative teams and clients at the most senior levels.

1986
Wolff Olins

My career started in 1986 with a formative eight-year tenure at Wolff Olins in London. I entered as a designer and left having risen to the level of Creative Director.

Clients:

British Telecom, ICI, Virgin Atlantic, Gardner Merchant, Cronos, Social Security (formerly the DHSS), The Department of Trade and Industry, Pathé, National Power, Vauxhall, Cellnet and IBM UK.

1993
The Schechter Group/
Interbrand

In 1993 I was recruited to New York City by Omnicom's branding stablemate, The Schechter Group, as Associate Creative Director. In 1994, the Schechter Group was merged with Interbrand. Three months after that, I was appointed Senior Vice President, Executive Creative Director. As a result, I became responsible for building, managing, and directing Interbrand's entire North American creative resource, including brand identity, packaging, environmental, digital, and retail branding.

Clients:

MCI, AT&T, Qualcomm, Compaq, Rapp Collins, CompuServe, 3M, Imation, CMP, MasterCard, Bank Boston, Providian, Advanta, HomeSavings Bank, Delphi Automotive, Aramark, ACDelco, BMW, Towson University, and Taco Bell.

1998
Corebrand

In 1998 I left Interbrand to become a founder and managing partner of Corporate Branding (now known as Tenet).

Clients:

Aventis, GeneralCologne Re, GlobeSpan, Chip Center, Louisiana Pacific, Standard Register, Hitachi, Ciba Specialty Chemicals, Thomson Financial, The Thomson Corporation, and MasterCard.

Clients:

Bcom3, Beyond the 11th, CCFA, Estée Lauder, Flaum Technologies, Holzman Moss Architecture, Intelliclaim, MagnaCare, MSN, RadiaTechnologies, The Battery, United Nations Federal Credit Union (UNFCU), Boyden Global Executive Search, Voyager, Sprint, ForeSite

2001—2004
Publicis BOS Group

In 2005 I was appointed Executive Creative Director of Publicis' branding division, the Brand Optimization Systems Group (BOS).

Clients:

Zurich Financial Services, Sprint, T-Mobile, SpringHill Suites by Marriott, Citibank, BMW, Rubbermaid, Graco, Levolor

2004—Present
Brandinglife

In 2004 I formed Brandinglife, a virtual brand identity, and marketing communications consultancy.

Clients:

Bcom3, Beyond the 11th, CCFA, Estée Lauder, Flaum Technologies, Holzman Moss Architecture, Intelliclaim, MagnaCare, MSN, RadiaTechnologies, The Battery, United Nations Federal Credit Union (UNFCU), Boyden Global Executive Search, Voyager, Sprint, ForeSite MasterCard, Mohonk Preserve, GreenEarth Companies. Marist College, Boyden Global Executive Search, TIAA Henderson, Constellis, Time Inc, APMT, Charles Schwab, Brandt, Madison Home Equities, Tizen, Mobile Printing Consortium, Enverra, Intel, Vergegroup, Kaplan University, Publik House, Palizzata, Tony & Nick's Italian Kitchen, Community Foundations of The Hudson Valley, Central Pennsylvania Youth Ballet, National Organization on Disability, Open Space Institute, Scenic Hudson, T-SEC, Minnewaska State Park, Dutchess County Land Conservancy, Franklin D. Roosevelt Hyde Park Foundation, Discover Ellenville, and Decco

Education: I studied BA Graphic Design at Richmond-Upon-Thames College of Art. During my second year I was given an internship at a London-based design agency. It proved to be very successful and at the end of the internship I was offered the position of junior designer. As a result, I abandoned my degree to take up full-time employment with the agency, thus launching my career.

Speaking circuit: I have lectured both in the US and Internationally on the impact that design and communications have on creating, expressing and leveraging brands at numerous branding conferences and symposiums with some in conjunction with the AIGA (American Institute of Graphic Arts).

Photography: I am an award-winning photographer/videographer specializing in portrait, landscape, architectural and aerial video and photography.

Music: I am an award-winning musician and composer, having created the music collective More Human Than Human specializing in sound track composition for film, TV, documentary, video gaming and audio branding.

Links:

Online Portfolio: www.berlinercreative.com

Branding: www.brandinglife.com

Photography: www.geraldberlinerphotography.com

Music: www.soundcloud.com/more-human-than-human

References available upon request

Apps and Software

I am expert-level in the following apps:

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe Media Encoder
Adobe Acrobat
Logic X
Adobe XD
WordPress
Elementor Page Builder

I am very proficient in:

Microsoft Word
Microsoft PowerPoint
Microsoft Excel
Google Analytics
Final Cut Pro
Da Vinci Resolve
Facebook
Instagram
Twitter