



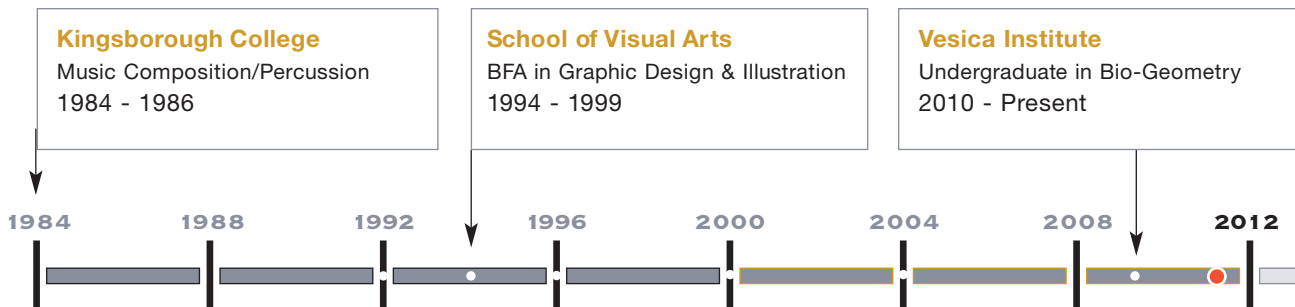
1630 Madison Avenue, 2A
New York | New York 10029

BREUK IVERSEN

NEUROCHEMICIST



www.BreukIversen.com
Cell 718.578.6613



Kingsborough College
Music Composition/Percussion
1984 - 1986

School of Visual Arts
BFA in Graphic Design & Illustration
1994 - 1999

Vesica Institute
Undergraduate in Bio-Geometry
2010 - Present

**KIRSHENBAUM
BOND & PARTNERS**
New York | New York

DISCIPLINED BEAUTY
 INCORPORATED
New York | New York

**NEUROCHEMICAL
TESTING**
New York | New York

Accounting Coordinator - Attaché to the Comptroller and Financial Director. Responsibilities included: Media and Production invoicing, Accounts Payable, Accounts Receivable, Check advances, and expense reports.
Accounts Included: The Family Circle, Chase Manhattan Bank, Snapple, Coach Leatherwear, Kenneth Cole, and Schieffelin & Somerset, Kate Spade.

December 1992 - October 1993

Studied with:

Len Sirowitz, Dick Raboy, Paul Davis, James Victore, Tony Palladino, David Sandlin, Steven Brower, Luba Lukova, and Milton Glaser.

Proficient in:

Client Sales, Client Account Management, Search Engine Optimization, Graphic Design, Print Production, Advertising, Reputation Management Branding, Tetrad Management, Social Media and Copywriting.

Affiliations:

Sacred Order of the Magi
Williamsburg Arts Central (Co-founder)
AMORC (Rosicrucian Order)
Adrian's Friends Network

Founder and Creative Director
Design Firm: Development of corporate identity programs, logos, catalogs, brochures, magazines, web design, multimedia, interior design, and printed collateral material. Advertising concepts and licensing pertaining to corporate, sales, entertainment, design, mass marketing and service based companies. Daily operations include: Graphic and Social research, Product design, and client correspondence.

January 1994 - Present

**11211 MAGAZINE
WBURG CONCIERGE**
Williamsburg | Brooklyn

Proprietor • Publisher • Designer
Free Circulation: 10,000 copies Bi-Monthly Local Cultural Arts Magazine: Original Creative Direction, Copywriting, Design, Advertising, and Promotion.
Also Published under 11211Magazine: TheBoxMap 2002, Fortnight, Appetite 2002-2006, 10003 Magazine.

July 2000 - Present

Wburg Concierge, LLC

The NorthBrooklyn Business Assoc.,
Williamsburg Concierge LLC,
The Offal Project, 11211, Beehive Nyc.

Proprietor (a Collective Skill Set)

- Search Engine Optimization (Google)
 - Targeted Marketing (Facebook)
 - Video Development (YouTube)
 - Neuro-messaging (Wikipedia)
 - Content Broadcasting (Twitter)
- Branding Management (Craigslist)
- Business Development (Google)

OVER 4,500 BUSINESSES SERVED.

July 2000 - Present

Appeared/Mentioned in:

The New York Times, New York Post, NY Daily News, SVA Alumni Journal, Greenpoint Star, Newsday, BCAT TV, Wikipedia, and Brooklyn Rail.

Fine Art:

- **11211 Magazine** is in the permanent archives of: Brooklyn Museum of Art, NY and Brooklyn Public Libraries WAH Center, School of Visual Arts
- **The Offal Project:** (designer) Galleries in McCaig-Welles Gallery, The State of Art, Front Room, Williamsburg Art and Historical Center, Dam Stuhltrager Gallery.

Knowledge & Interests:

Conceptual Thinking, Cultural Trends, Traditional Chinese Medicine, Advertising, Feng Shui, Tetrad Management, Taoism, Social Media, Public Relations, Music Composition & Fine Art.

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BROOKLYN | NEW YORK

- © 11211 Building
- © 11211 Magazine, Inc. (founder)
 - Amax Printing
 - The Bagel Store
- © Betz Method
 - Boricua College
 - Champion Wireless
- © Cindy Cline Landscape Design
 - Cono's Opescatore
 - Cross County Federal Saving Bank
- © Down Time Spa *
 - Greenhouse Holistic
 - Hana Food
 - Imaging World
- © Lawrence Betz (BetzMethod.com)
 - McCaig-Welles Gallery
 - Maxim Health and Fitness
- © The NorthBrooklyn Business
 - Northside Car Service
- © RabbitHole Restaurant *
 - The Raw Spa
- © The Republic
 - TheWebCase.com
- © TOPS on the Waterfront
- © Williamsburg Arts Central
- © Williamsburgh Café
 - ZYWIEC Beer (Z-Beer Amtec International)



NEW YORK | NEW YORK

- © 10003, Inc. (founder)
 - Alissa's Bridal
 - Apartments Illustrated (NYC)
 - Armando's Ristorante
- © Beehive Nyc *
 - Big Brothers Big Sisters of NYC
 - Conway, DelGenio & Gries, LLC *
 - Conway Confidential
 - David Colbert M.D.
- © Doug Fromme Esq. *
 - Edgar Grana (Juilliard Composer) *
 - Franklin Gallery
- © Fredericks+associates
 - Fried, Frank, Shriver, Harris & Jacobsen
- © Funkadelic Studios (Summer Sounds)
 - HomeBodies.com
 - Kaltech Industries (Chelsea Piers Signage)
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 - Reich & Tang Funds
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 - Trevor Stewart Burton & Jacobsen, Inc.
 - Washington Square Institute
- © We Are Booming! *
 - West Side YMCA • Greenpoint YMCA
- © Weston United Community Renewal, Inc.
 - Winthrop, Stimson, Putnam & Roberts
- © WV (The Writer's Voice) YMCA
 - XXL Magazine *

PROPRIETARY ENTERPRISE:

17 years experience in corporate design, copywriting, new business development - start-ups, small and mid-sized corporations in: advertising, branding, communications, development and design (graphic, interior and web), education (tutor: sales and social media), futurist and writing.

PROFILE:

Successful entrepreneurial skills and effectual leader with a proven ability in corporate project management, entrepreneur endeavors and brand building.

- o Extensive executive managerial experience
- o Master of delegation, motivation and innovative income generation
- o Passion for establishing long-standing, bonding client relationships
- o Well-developed and effective Reputation management and Client service.

SUMMARY OF ACHIEVEMENT:

Communication

- o Assisted thousands of client businesses in Williamsburg | Brooklyn and downtown, New York City
- o Negotiated leasing, rental & business contracts with real estate, law firms, and medical professionals
- o Consulted on new project development with local business and real estate developments
- o Aided clients and customers with Advertising, Branding, Communications and Design standards.
- o Designed and developed successful negotiations in conflict disputes, retail leases and

Initiative & Analysis

- o Internal and external corporate restructuring, increasing sales revenue.
- o Reorganized retail facilities to accommodate NYC building codes and increase profit.
- o Devised new systems for merchandising based of capabilities and greater market reach.
- o Prepared, conducted, and analyzed spread sheets, maintained and created accounting budgets
- o Analyzed extensive research on competition generated reports, research, and income.
- o Sitting chair member on the Board of Directors of Planet Earth Roundtable (United Nations).

Leadership

- o Supervised internal and external operations for company development.
- o Conducted and coordinated over 200 photographers, 150 illustrators, 175 writers.
- o Trained dozens of employees in client management, negotiation, scheduling, and processing.
- o Acquired and maintained taxes, revenue, accounts payables/receivables and liability insurance.
- o Arranged, produced, promoted and directed bi-monthly marketing events in the community.
- o Scheduled, organized and motivated employee.

PROFESSIONAL ACCOMPLISHMENTS:

Disciplined Beauty:

Founded in Park Slope, Brooklyn in the second semester at SVA, moved to 5th Ave. and E21st Street, NYC from 1995-2000. Organized and developed corporate identity programs and standards, printed material; advertisements, brochures, magazines, annual reports, websites, environmental interior and exterior designs and architectural signage. Started the firm after being awarded design retainers with some on NYC's prestigious legal and accounting firms, and medical institutions.

11211 & 10003 Magazines:

Founded and operated *11211 Magazine* (in Williamsburg | Brooklyn), *TheBoxMap*, *Appetite*, *Fortnight*, *10003 Magazine* from 2000-06) with 70K from personal savings. Started a new pop-surreal art movement : Offalism. Worked with over 3,500 business owners there with sales, meetings, contracts, insertion orders and resolved concerns and generated profit. Entertained owners by hosting dinners and performing mass presentations, community events and a mini-Chamber of Commerce.

Williamsburg Concierge:

New Media project developed regarding multiple website properties, and TV screens and kiosks at high traffic venues, outdoor media and other public locations 2006. Moved back to NYC in 2008 and went back to private consultancy on design projects, Search Engine Optimization (SEO), Social Media, and have applied a honed, developed skill set in hypnosis, neurochemical reactions, emotional frequencies, nutrition and the VALs and PRIZM methods of marketing.