**ANN THERESE BERTSCH**



**(612) 386-3297 • ann4419@comcast.net** • 4419 Amble Circle • Arden Hills, MN 55112

**INSIGHTS:** Innovative marketing and creative direction with award-winning track record of leading business development, global communications, and creative management in corporate management of B2C channels: nutraceutical health, lifestyle wellness, and cosmetic products as well as the medical device industry. Dynamic leader who delivers high-impact solutions to support sales initiatives and customer growth/retention.

**MARKETING LEADERSHIP / PRODUCT DEVELOPMENT / SALES CAMPAIGN MANAGEMENT**

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| --- | --- |
| • Marketing Communications Management• Global Product Brand Development • Channel Marketing / Customer Loyalty Retention• E-commerce Marketing / Interactive, E-mail, Blog, Social Media• Target Positioning and Promotions / Database Mining | • Corporate and FDA Requirements Compliance• Team Leadership / Vendor–Agency Relationship Management• National Convention and Event Direction• Performance Based Sales Force Initiatives • Strategic Allocation of Department Budgets  |

**PROFESSIONAL EXPERIENCE**



**CREATIVE DIRECTOR – PROJECT MANAGEMENT / TreeRays Creative**

*St. Paul, MN / 2013–Present*

Experienced marketing and business development consultant spearheads strategic vision and creative direction to achieve brand marketing objectives. Collaborate with clients on management of global cross-platform growth initiatives. Strategize market penetration targets and implements product development/branding, interactive presentations,
E-commerce management, user interface design and implementation, and social media expansion/campaigns.

• **Creative development and production for client accounts including** **Eniva Health, ImmunoNutrient Laboratories, Medtronic, Mauer Sports Nutrition, Macy’s, SuperAmerica, Dollar Tree, Scantron, and Printing Industry Midwest.**



**SENIOR DIRECTOR OF MARKETING – GLOBAL / Eniva Health – Eniva Nutraceutics and ImmunoNutrient Laboratories**

*Plymouth, MN / 8+ years*

Established strategic marketing/creative direction for product brand development, medical research, database mining, channel sales, multi-level and B2C marketing, e-commerce solutions, and managed all aspects of national conventions.

**• Strategic Product Marketing:** Developed and successfully implemented strategies to position Eniva as the premier dietary supplement developer of leading edge, therapeutic nutraceuticals.

– Established company growth path that led to revenue growth from **start-up to $75 million in sales.**

– Developed full line of health and wellness dietary supplements performing product launch administration of **120+ nutraceutical health, all-natural skin care, and wellness products.**

– Established VIBE® nutraceutical as the **number one world leader** of verified antioxidant capacity with clinically supported data for DNA protection.

• **Creative Team Director:** Mentored high-powered team of 14 professionals. Directed vision for marketing campaigns while building enthusiastic teams and coaching performance to exceed client expectations.

– Managed departmental **budgets of 1.2 million** while maintaining budgetary restraints

– Initiated **project-tracking efficiency safeguards** that clarified objectives, timelines, and communication flow.

– Directed disciplines across web, social media, print, illustration/photography, multi-media, educational and promotional video, medical research, copywriting, and national convention management.

**• Consumer Growth and Customer Loyalty:** Grew wellness community of over 120,000 customers in membership with repeat ordering patterns.

– Opened new **international markets** and implemented multilingual marketing resources for Japan, Canada, Mexico, Brazil, and United Kingdom.

– Developed web presence with online ordering, database API integration, and social media strategies.​

– Implemented “Philosophy of Wellness” – **integrated health issue specific protocols** for product line use.

– Created bimonthly “Lifeline” newsletters with physician articles, research summaries, and product education.

– Conducted health symposia and educational training classes, national conference calls, and live webcasts.

– **Increased customer retention by 33%** with targeted follow-up strategies and email campaigns.

• **Campaign Management:** Initiated dynamic tools for Multi-level Marketing and Direct to Consumer programs.

– Developed Global Sales Force network which grew from **start-up to 25,000+ Independent Distributors.**

 – Extensive industry knowledge of purchase behaviors, recruiting, **compensation plans, incentives,** and retention.

– **Developed Personal Online Office:** VIBEGlobal Downline Viewer, Real-time Commission Engine, Online Resource Library, Video Channel, Media Kit collaterals including print, broadcast, and webinar campaign materials.

– Initiated and implemented **Independent Sales Force training and recognition plan:** **Launched 12-city national Road Show convention strategy,** spiff incentives including travel–cruises, getaway seminars, **recognition of 10-tiered rep levels with bonuses** and gem pins/diamond ring awards, **“Lifestyle” quarterly magazine** with top performer interviews/features and leader boards, and monthly promotions with recruiting bonus incentives.

– **Repositioned market strategies and reorganized business model** which transitioned efforts from multi-level marketing to direct-to-consumer model.

– **Cut Operating Expenses by 20%** and conducted budget reductions: negotiated vendor contracts, streamlined campaigns, right-sized department resources, reallocation of employee duties, and converted collaterals to electronic web resources.

• **R&D/Manufacturing Liaison:** Achieved FDA compliant labeling and DSHEA structure function claims through development of Standard Operating Procedures (SOPS). Facilitated successful product releases integrated with R&D and Manufacturing Operations.

– Fostered ImmunoNutrient Labs **contract manufacturing** relationships through marketing of product feature positioning and art direction of labeling/packaging.

**Milestones:**

• **Increased total new sales revenue by 43%** in one yearand an **additional 25%** following year.

• Attained MN Fast 50 Award - **2 years running / Fastest Growing Companies in MN**

• Achieved Inc. 5000 – **Ranked 728 / America’s Fastest** Growing Private Companies / **Ranked 55 in Top Health** Industry Sector

• Inducted to the **University of MN President’s Club–Chancellors Society** for ongoing commitment to research and technological advances in health outcomes.

• Received **Outstanding Excellence & Contribution Award** – Eniva Global Marketing



**SENIOR ART DIRECTOR, CARDIAC SURGERY / Medtronic, Inc.**

*Minneapolis, MN / 7+ years*

**Directed highly creative strategies to elevate Cardiac Surgery marketing solutions** for product education, physician training, and symposia/conventions. Transformed detailed clinical research to streamlined designs including logos, branding, collateral, brochures, launch campaigns, sell sheets, direct mail, package design, and photography direction.

– Managed project **budgets of $350,000 annually.**

– Contributed **out-of-box solutions coupled with resourceful leadership strengths** and dynamic team interactions.

– Product development efforts included areas of heart valves, annuloplasty rings, minimally invasive cardiac surgery, aortic stents, cannulae, catheters, and perfusion products.

• **Awarded New York Art Directors Club – Rx Club** / Medical Marketing Excellence Awards:

**– *International Silver Award*** • Heart Valve Patient Education Campaign

***– International Silver Award*** • Duran Annuloplasty Ring Campaign

**ART DIRECTOR, CORPORATE CREATIVE SERVICES & CARDIAC RHYTHM DISEASE MANAGEMENT** */ Medtronic, Inc*

– Led integrated strategies in support of Medtronic **corporate identity and individual product brand.**

**– Collaborated cross-functionally throughout organization** to visually define brand strategy and support Cardiac Rhythm division initiatives.​

– **Headed creative concepting,** scope of work development, and execution of campaigns.
– **Multilingual efforts:** Spanish, French Italian, and European English.

• **Awarded New York Art Directors Club – Rx Club** / Medical Marketing Excellence Awards:

***– International Gold Award*** – Corporate Fitness Program Materials

***– International Bronze Award*** – Heart Valve Patient Education Campaign

**GRAPHIC DESIGNER, CORPORATE, CARDIAC RHYTHM, NEURO, CARDIOVASCULAR** */ Medtronic, Inc.*

– Responsible for design of **physician and surgical education materials** – presentations, convention graphics, product brochures, announcements, and training events.

– Played key role in creation **of Corporate Lobby Displays in 4 Medtronic buildings** / liaison with vendors.

– Effectively managed multiple projects while highly attentive to detail and quality.

**PRODUCTION COORDINATOR, CORPORATE CREATIVE SERVICES** */**Medtronic, Inc.*

– Managed graphic production of Medtronic divisional initiatives in **US** and related programs for **Europe.**

– Oversaw and reviewed materials to **ensure integrity of business unit branding and corporate style guides.**

– Collaborated with senior directors to ensure deadline coordination of pre-production through delivery of collaterals, labeling, and electronic educational tools.

**PRODUCTION ARTIST, CORPORATE CREATIVE SERVICE & CARDIAC RHYTHM MANAGEMENT** */ Medtronic, Inc*

– Produced medical implantable device product manuals, corporate education tools, and symposia resources.

– Contributed precise skill to produce final artwork for business unit and corporate programs.

**EDUCATION**

DEGREE: Bachelor of Arts Degree - Summa Cum Laude

Major: Art – Marketing and Graphic Design / Minors: • Business and • Communications

Winona State University, MN • Viterbo University, WI

**CORE COMPETENCIES**

Proficiencies: Adobe Creative Suite – Photoshop, Illustrator, InDesign, Quark Express, Macromedia Dreamweaver,
HTML, Micro Word-Powerpoint-Excel, I-Movie, Audacity / Social Media: WordPress, Facebook, Twitter, Pinterest, Vimeo, YouTube / E-Commerce: Big Commerce, Hubspot, Prosperity Central Lead Generation, Google Merchant Accounts, PayPal,
Ebay Accounts, Bing Search Engine, Streamsend Email Marketing, Mail Chimp

**COMMUNITY / ACTIVITIES**

• St. Odilia Church – Volunteer for numerous functions / Created posters and signage for varied events and committees.

• MN House of Representatives – Dist. 50B, 42A – Contributed creative direction, identity, logos, signage, photography,
Facebook, collaterals.

• Figure Skating Club of Mpls / Roseville Figure Skating Club – Designed and produced yearly Open Competition / Ice Show programs, posters, pamphlets, and signage.

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