

Lori

Vice President, Marketing

High-energy, forward-thinking marketing executive with a breadth and depth of business acumen and marketing savvy marketing consumer products across direct sales, retail, entertainment, high-tech, and healthcare industries. Extensive experience in developing marketing, advertising and public relations campaigns; excel in creative and strategic thinking while developing marketing plans, branding, positioning and corporate key messages. Change agent for improving processes, reducing costs, increasing sales while improving image and consistency.

- Marketing Strategies & Tactics
- SWOT Analysis
- Key Messages & Positioning
- Streamlining Corporate Communications
- Brand Development & Management
- Advertising & Promotion Strategies
- Public Relations Initiatives
- Web Content Management

Professional Experience

Princess House, Taunton, MA-- Direct selling company that sells exclusive products for cooking, entertaining and dining.

Director of Marketing 2003 – 2005

Led marketing initiatives; served as change agent, directing marketing, positioning, branding, and public relations efforts.

- Served as change agent, defining and developing marketing and branding strategies and refining the approach to consumer markets; employed business acumen and marketing savvy to challenge status quo and creatively influence a new marketing approach.
- Developed the Company's first strategic three-to-five year marketing plan, outlining SWOT, competition/industry analysis, strategies and implementation tactics.
- Developed key messages, company positioning and revamped corporate identity communications. Elevated the brand in all mediums.
- Created added value versus competition; developed meaningful positioning for product lines and effectively communicated product advantages to consumers.
- Overhauled inefficient processes; streamlined communications and reduced costs by eliminating duplication; drove efforts for more online communication and sales force web adoption. Web adoption increased nearly 30% across two markets.
- Made necessary changes to improve product branding: catalog, photography, messaging and design in all consumer pieces. Changes tripled product sales.
- Developed programs and strategies targeting a 45% Spanish-speaking audience.
- Presented marketing concepts at local and national sales force meetings, annual national sales convention and product launch meetings across the United States.

Stampin' Up!®, Salt Lake City, UT – Rapid growth \$250 M decorative rubber stamp and scrapbook party plan company.

Director of Marketing 2000 – 2003

Key management position responsible for local and national marketing, advertising and public relations functions to drive sales and recruiting.

- Contributed significantly to rapid 30% growth rate over three year period by implementing aggressive marketing, advertising and public relations initiatives.
- Generated 44% increase in sales promotion from previous year, from \$14 million to over \$21 million in revenue over two months. Now largest promotion and sales period in Company history.
- Served as company spokesperson; played key role in placing stories national media.
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- Generated substantial media response; local/national coverage in 2001 totaled \$1.3M.

- Oversaw national advertising campaign: generated campaign objectives and coordinated graphic design concept; determined ROI and evaluated effectiveness of advertising mix.
- Created and facilitated the sales, marketing and recruiting promotion calendar for all target audiences, driving incremental sales while developing new consumer markets.
- Presented marketing concepts at local and national sales force meetings, annual national sales conventions and product launch meetings across the United States and Canada.
- Instrumental in facilitating inter-department communication and in developing and facilitating cross-marketing programs and product launches.

Provo Towne Centre, Provo, UT – Regional retail shopping centre with 100 stores, three anchors, two restaurants, and 16-screen movie theater.

Marketing Director 1999 – 2000

Led marketing, advertising, and public relations for this 801,601-square-foot Centre; developed marketing campaigns, promotional calendar, special events, media production and placement.

- Created and adhered to management plans, marketing objectives. Adhered to strict budgetary guidelines and creatively promoted the Centre with very limited budget. Created monthly/quarterly sales analysis reports reviewing all ROI.

Redeye Communications, Salt Lake City, UT-- Full-service advertising and design agency.

Account Executive 1998 – 1999

Responsible for new business efforts, daily communication with clients, production schedule, creative briefings, generating marketing campaign and proposal copy, and project objectives.

- Played key role in facilitating transition from local agency to global offering through an intense new business drive, targeting companies throughout the US and UK.

Bonneville Worldwide Entertainment, SLC, UT – BWE licensed and distributed family entertainment movies for video release.

Marketing Manager 1997 – 1998

- Developed strong and consistent visual presence in product marketing materials, including video sleeves, ads, sell sheets, displays and header cards, brochures, etc.

U.S. Robotics Mobile Communications, SLC, UT – The mobile and wireless division and producer of exclusive end-to-end solutions.

Creative Writer 1996 – 1997

- Concept development and execution of creative and technical writing for all marketing collateral, packaging and consumer goods communications.

Intermountain Health Care, SLC, UT – The largest healthcare provider in the Intermountain West.

Public Relations Coordinator 1993 – 1995

- Developed working knowledge of healthcare industry, from working with medical facilities to conducting PR outreach with patients and numerous IHC service lines.

Additional eight years of Pharmaceutical experience.

Education

Bachelor of Science, University of Utah, Salt Lake City, Utah Major: Mass Communication/PR ▪ Minor: Sociology ▪ Honors: Alpha Kappa Delta ▪ *References & portfolio upon request*