

## **Rossanne Lee-Bertram**

### **Profile**

Creative, forward-thinking, results driven, marketing professional with 20+ years experience devising, developing and implementing internal and external campaigns and events that address business goals and objectives for large, international, complex, private and public sector organisations. Track record in developing strategies to promote and raise brand awareness and generate sales/opportunities or new audiences. Broad expertise across the entire marketing mix including copywriting, direct mail, brochure, DVD production, event management, website development, social media, public relations and advertising. Hands-on project, budget and staff management expertise.

### **Key skills**

- Provides strategic thought leadership with ability to see and appreciate the broader picture of a business, analyse and assess what is needed to identify and generate new business opportunities working with various stakeholders to move the business forward
- Analytical, planner and problem solver who also delivers
- Excellent communications skills; ability to influence at all levels inside and outside an organisation, including with suppliers, agencies and volunteers
- Obsessive attention to detail, event organisation and project management skills
- Passion for delivering a superior customer service
- Brand management experience at the corporate and product levels
- Keen team player and manager of staff

### **Business Experience**

#### **Marketing Consultant**

**Jan 08 – Present**

Freelance marketing and communications consultant providing a range of services to a variety of clients. Some activities include:

#### **Event management for Somerset College**

Hired on a 6 month part-time contract to organize the Higher Education Awards Ceremony and the University Graduation Ceremonies in 2011. With Minimum supervision and support delivered and exceeded expectations on both events. Also developed plans to improve enrolment rates for Higher Education numbers. Reason for leaving: Contract ended.

#### **Increased awareness and donations for research industry charity**

Currently working 2 days a month for the Market Research Benevolent Association. Developed marketing plan including creation of basic promotional materials; update and maintenance of their website; developed media list and write all press releases; designed advertisements, etc. Initiated and managing a 'Become a Friend' fund-raising campaign which has significantly increased

annual donations by individuals and corporate. Built more awareness of the charity significantly increasing the number of applicants applying for financial support.

### **Business development for several clients**

- Organisation of seminars and mailers to identify new prospects
- Development of digital marketing plan for a hotel and hospitality management school in Switzerland to increase awareness and number of applications from potential students
- Initiation, development and implementation of 'Friends' Campaign for London-based charity ...2
- Development of a key accounts programme to generate more revenue from existing clients

### **Event management**

- Organised all aspects of Higher Education Awards and University Graduation Ceremonies at Somerset College within 6 week period
- Developed series of client breakfast briefings to generate business for a research client
- Developed fully detailed implementation schedule and delivered highly successful event for the Europe Team at Somerset County Council ensuring the right people attended the event and that all aspects of the event ran smoothly and within budget.
- Currently planning a launch event of an artist's charitable trust's new premises in Scotland

### **Marketing support**

- Writing and production of sales information sheets and brochures as 'leave behinds' for clients and prospects, as well as newsletters; flyers; sales presentations
- Generating awareness and audience development through PR campaigns and development of new micro site, exploitation of social media, etc

### **Marketing Manager, Adult Learning, Somerset County Council, Nov 06 - Dec 07**

Part-time contract position managing the marketing for the division that supplies adult skills and leisure courses to over 23,000 learners across the County. Completed the writing and production of its 76-page course brochure and a promotional campaign to support it. Then worked one day a week on a special website project. Handled PR and events. Reason for leaving: Temporary assignment ended.

**Marketing Consultant, Europe Team, Somerset County Council,  
Aug 06-Dec 06**

Contract to brand and deliver a high profile event at Hestercombe Gardens to promote the economic, educational and environmental value of parks and gardens to senior local and regional politicians, planners, civil servants and garden organisations. The best event of its kind organised by this team.  
Reason for leaving: Project ended.

**Communications and Marketing Officer, Somerset County Council,  
Aug 05- Aug 06**

One-year contract in Chief Executive's Office to test feasibility of webcasting internally and externally at the County Council. Also handled a variety of high-profile projects as required. Reason for leaving: Contract ended.

**Marketing Director, TNS, (now TNSRI part of WPP) Sept 94 – June 05**

At the time TNS was the largest marketing information company with a turnover of over \$1 billion. Offices in 70 countries. Promoted to senior marketing manager in 1997, international marketing manager in 2000 and marketing director in 2002. During 2005 worked two days a week remotely launching the company's first international internal magazine for managers.

Major achievements:

- Primarily responsible for the very successful internal and external development and rollout of the company's re-branding initiative worldwide in 2003/4 all on the same day – included organisation of a number of high profile international senior management and staff events.
- Developed international rollout of company's key accounts initiative with business development to increase turnover from these 15 fmcc and telecoms accounts by 10 percent.
- Developed and implemented the internal and external marketing strategy for the business products' division to ensure its revenue stream reached at least 10 percent of group turnover. This was achieved and continued to grow.
- Developed and rolled out all aspects of the TNS University concept, a week-long event which ran 2-3 times per year in different worldwide locations to provide product training to TNS staff. Over 3,000 researchers were trained across the group within the first 3 years.
- Developed, planned and oversaw organisation of first worldwide management meeting for CEO which was very successful and became a regular annual event managed by my team.

Responsibilities:

- Initiated, consulted, developed, planned and managed implementation of integrated marketing and communications campaigns for the company's business solutions' portfolio, automotive sector, and international key accounts. Worked with local countries and regions.

- Developed and managed staff of 5. Reason for leaving: Moved to Somerset.

**Marketing Manager, Stratus Computer, UK, May 90 – March 94**

Handled all advertising, PR, and marketing campaigns across 2 sites. Budget and staff responsibilities.

- Launched and implemented 'Cost of Downtime' integrated marketing campaign (advertising, direct mail, PR) to generate awareness of our expertise in reducing computer downtime which resulted in incremental sales for the company
- Developed and managed internal sales conferences to motivate sales force  
Reason for leaving: Made redundant.

**Marketing Communications Manager, Compaq Computer (now HP), UK, Apr 89 – Nov 89**

Managed all UK advertising, sales promotion and public relations activities. Budget and staff responsibilities.

- Initiated development of a corporate brand campaign to position the company as a PC solutions supplier. Convinced senior management overall brand awareness building was required in addition to traditional product advertising
- Developed and implemented a completely integrated communications strategy for new laptop product which delivered the highest number of inquiries of any campaign
- Developed a 'dealer care' programme in response to dissatisfaction survey to generate greater loyalty from this channel. Made management team aware of the issues and organised strategy session to address the situation.

Reason for leaving: No new marketing director appointed.

**Marketing Communications Specialist, Digital (now HP), Canada, May 87 - Jan 89**

Developed and implemented marketing communications strategy for channels and product marketing groups. Received the Canadian Marketing Award for development of a software solutions resource binder and market map for sales team

- Recommended, developed and implemented an incentive programme for OEMs to build greater loyalty and to reward increased sales from distributors
- Event management of large-scale conferences (e.g. Distributors' 'away day' at ski chalet). Recommended formation of first OEM Advisory Council for top performing OEMs to air their views with DEC's senior management and obtain feedback on development of new products
- Development and delivery of DEC Canada's first TV advert

Reason for leaving: Married and joined husband in London.

**Public Relations Manager, Polaroid, Canada, May 86 - Apr 87**

Promoted Polaroid's consumer and industrial product lines to key target audiences and improved relations with dealer channel. This included development and writing of dealer newsletters, etc. Proposed, delivered major celebrity media tour across the country to launch new instant camera, which attracted national media coverage. Reason for leaving: To pursue broader remit.

**Marketing Co-ordinator, Infomart, Canada, Oct 80 - Dec 85** (electronic publishing arm of Southam Communications, Canada's largest publisher). Began as contract conference organiser for Videotex'81, first international conference of its kind held in North America. Responsible for managing all aspects of this successful event locally. Then appointed head of marketing communications department to centralise all advertising, PR activities and trade show activities. Recommended and implemented corporate identity programme to re-vamp all existing materials. Budget and staff responsibilities. Reason for leaving: Due to company losses, marketing department closed.

**Sept 79 - Sept 80 – Temporary Assignments as moved to Toronto**

**Marketing Manager, Marianopolis College, Canada Apr 77 - Aug 79**

Responsible for the promotion of this highly respected fee-paying A-level college and increased number of applications by 10% each year through a series of marketing and event initiatives (e.g. Open Houses for students/parents; career advisors; development of marketing materials; PR, etc). Also developed new process for faster registration of new students.

Reason for leaving: Moved to Toronto to pursue greater career opportunities.

**Personal Details**

Nationality: Canadian (Indefinite leave to remain and work in UK)  
Status: Married with 1 daughter, aged 19  
Education: Certificate in PR, McGill University, Montreal, Canada, 1976  
Notre Dame Secretarial School Certificate 1 year, 1975-1976  
Law, Economics prizes  
BA Honours History, McGill University, 1975 (2:1)  
'Sixth Form' - Social Studies, Marianopolis College, 1972;  
High School Leaving Certificate, Westmount High, 1970  
Skills: Computer literate – Word, Excel, PowerPoint, Email, some  
In Design  
Languages: Some French and Spanish  
Interests: Travel, walking, galleries, home decorating, reading, writing,  
print making/etching  
Contact Details: 1 Knutscroft Lane, Thurloxton, Somerset TA2 8RL  
Tel: 01823 413 388 Mobile: 07885 422 323  
Email: [rossanne.lee@bertramententerprises.co.uk](mailto:rossanne.lee@bertramententerprises.co.uk)