

Rossanne Lee-Bertram

Profile

Creative, forward-thinking, marketing professional with over 20 years experience developing internal and external campaigns which address business goals and objectives for large, international, complex, private and public sector organisations. Demonstrable track record in developing strategies to raise awareness and generate sales leads or new audiences. Broad expertise across the entire marketing mix including copywriting, direct mail, brochure/DVD production, event management, website development and internet, public relations and advertising materials. Hands-on project and staff management expertise.

Key skills

- Ability to see and appreciate the broader picture of the business and recognise the vital need to develop strong business relationships internally and externally with various stakeholders
- Excellent communications skills and ability to influence at all levels including volunteers
- Strong planning, organisational event and project management skills
- Passion for segmenting various levels of customers, prospects and staff audiences and developing appropriate marketing campaigns to address each groups' needs
- Brand management experience at the corporate and product levels
- 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:

Increased Awareness for Research Industry Charity

Currently working 3 days a month for the Market Research Benevolent Association. Developed marketing plan including creation of basic promotional materials, updated their website; developed media list and press; designed two advertisements. Initiated and managing a 'Become a Friend' campaign to generate more regular annual donations from individuals and corporates. Assistance in fund raising as well.

Business Development

- Organisation of seminars and mailers to identify new prospects
- Development of digital marketing plan for a hotel and hospitality management school in Switzerland to be used to increase awareness and
- number of applications from potential students ...2

- Initiation, development and implementation of 'Friends' Campaign for London-based charity
- Development of a key accounts programme to generate more revenue from existing clients

Event Management

Developed fully detailed implementation schedule for the European Garden Heritage Network for the Europe Team at Somerset County Council to ensure the right people attended the event and that all aspects of the event ran smoothly and within budget.

Marketing Support

- Writing and production of several sales information sheets to be used as 'leave behinds' for clients and prospects
- Generating awareness and audience development through PR campaign and development of new micro site

Revenue Generation

- Developing and promoting fee-paying seminar and workshop programme

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

Part-time contract position developing and delivering marketing materials for the division that supplies adult skills and leisure courses to over 23,000 learners across the County. Completed the development of a 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 organized 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, Sept 94 – June 05 TNS

Taylor Nelson Sofres, 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 all on the same day; involved in overseeing re-branding of additional countries added as a result of merger with NFO in 2003.
- Developed international rollout of company's key accounts initiative with business development to increase turnover from these 15 fmcg and telecoms accounts by 10 percent.
- Developed and implemented the internal and external marketing strategy for the business products' section of the group to ensure its revenue stream reached at least 10 percent of group turnover. This was achieved and continues to grow.
- Developed and rolled out all aspects of the TNS University concept, an 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. Contract project ended.

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

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

- Developed, 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 build morale and motivate sales force

Reason for leaving: Made redundant.

Marketing Communications Manager, Compaq Computer, 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. 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 and creation of Polaroid's first sponsorship campaign to launch new instant, camera, which attracted national media coverage.

Reason for leaving: To pursue broader remit beyond PR.

Marketing Co-ordinator, Infomart, Canada, Oct 80 - Dec 85 (electronic publishing arm of Canada's largest publishing house). Began as contract conference organiser Videotex'81, first international conference of its kind held in

North America. Responsible for all aspects of the successful organisation of the event. Then appointed head of marketing communications department to centralise all advertising, and PR 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 'private A-level college and increased number of applications by 10% each year through a series of marketing initiatives.

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

Personal Details

Nationality: Canadian (Resident Permit to work in UK)
Status: Married with 1 daughter, aged 17
Education: Certificate in PR, McGill University Montreal, Canada, 1976
BA Honours History, McGill University, 1975 (2:1)
'Sixth Form' - Social Studies, Marianopolis College, 1972;
High School Leaving Certificate, Westmount High School, 1970
Skills: Computer literate – Word, Excel, Powerpoint, Email, In Design
Languages: Some French and Spanish
Interests: Travel, walking, galleries, home decorating, reading, writing, investing
Address: 1 Knutscroft Lane, Thurloxtton, Somerset TA2 8RL
Telephone: Business/Home: 01823 413 388 Mobile 07885 422 323