

MINDY B. WASSERMAN

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VICE PRESIDENT, MARKETING / GROUP ACCOUNT DIRECTOR

Proven Leader in Delivering Innovative Cross-channel 360° Solutions for Fortune 500 Brands

Accomplished marketing and promotions leader with a 20+-year track record of success in leading creative, strategic initiatives that have repeatedly delivered verifiable results for Fortune 500 brands. **High-level strategist, big-idea facilitator and hands-on tactician** who innovates breakthrough ideas that inspire action and engagement at every touch point. Broad industry experience includes **Organic & Natural Products, Consumer Packaged Goods, Health & Wellness, Beverage and Media & Entertainment.**

VALUE TO ORGANIZATION

- Passionate and committed to the ongoing development, mentoring and inspiration of high-performance teams.
- Provides a holistic and integrated approach that amplifies clients' budgets to achieve outstanding results.
- Professional integrity that excels in building longstanding credibility and trust with client accounts.

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| ✓ Strategy & Concept Development | ✓ Traditional & Digital Channels | ✓ Client Stewardship |
| ✓ Plan Design & Activation | ✓ Shopper & Partnership Marketing | ✓ Program ROI Optimization |
| ✓ Team Leadership & Development | ✓ Video & Digital Storytelling | ✓ Lead Generation & Conversion |

PROFESSIONAL EXPERIENCE

M.INDIE SOLUTIONS

2011 – Present

An i360° integrated marketing & video solutions consultancy

FOUNDER & CEO

Delivers best-in-class strategic 360° marketing for **Fortune 500 companies and small business.** Mobilized resource network to **create affordable video content** to support digital and social initiatives. Launched **video marketing** segment of the business to capitalize on growing consumer engagement trends, integrating video across all channels. Key client projects include:

HAIN CELESTIAL GROUP: Achieved single & double-digit growth across key accounts during FY14 Soup Season.

- Played a key role in expanding Soup & Beverage digital and social footprint as a member of the Brand team.
- Appointed brand liaison, overseeing agency/vendor relationships and multi-million dollar marketing budgets focused on expanding the digital and shopper marketing channels.
- Established credible footprint in the market, working closely with the Sales team on an account-by-account basis to solidify key accounts, prioritize budget allocation and pull-through programming.

KENETMD SKINCARE: Expanded the company's digital and social footprint through the development of a targeted content strategy and management of social media channels (Facebook, Twitter and Pinterest). **Grew fan base > 1,500%**

- Played an instrumental role in rebranding initiative (logo, packaging, website refresh and communications) to contemporize and elevate practice to drive office traffic, and product-line profiles to drive e-Commerce.
- Drove increased brand awareness and engagement through targeted key influencer/blogger initiatives (office and online).

HARVARD CLUB OF NEW YORK: Drove 3X the number of new applicants vs. YAG for member acquisition campaign among new graduates. Revamped planned outreach to a more targeted and visual communications campaign.

- As a result of this success, brought on to develop a forward vision Integrated Marketing Plan to achieve member recruitment and retention objectives across all club demographics.

Other Clients: Catch 24, Dixon Golf, Healthplex Dental, Source Marketing, Synergistic Marketing, UJA, YMCA

THINK 360 INC.

2002 – 2010

An award-winning activation agency focused on brand engagement. Acquired by Source Marketing in 2010.

VICE PRESIDENT, GROUP ACCOUNT DIRECTOR, 6 YRS.

GROUP ACCOUNT DIRECTOR, 2 YRS.

Promoted within 2 years to manage a 2+-member account team and a 6+-member extended team that included Creative and Production.

- **Recruited by CEO and founders** (former colleagues at Alcone Marketing Group). Tapped to accelerate growth and drive profitability of key blue chip accounts. Grew firm from 5 to 35 (at peak) employees.

Won prestigious industry distinctions, as a senior member of the leadership team:

- ✓ Named twice to the Promo 100 List
- ✓ Ranked as the #15 Fastest Growing Agency in 2008
- ✓ Ranked as the No. 5 Best Creative Agency in 2007

THINK 360 INC. continued...

- **Directly pitched and won key new accounts leading to > \$1.5M in additional agency billings** (Crayola, Tata Beverage Group, Gallo Winery and Sandra Lee Semi-Homemade).
- **Played a key role in agency growth. Achieved 33% growth vs. YAG in 2006 and 20% growth vs. YAG in 2007.**
- **Increased qualified prospect meetings by 35%** by building and implementing an integrated marketing plan highlighting the firm's diverse creativity and experience within the food, beverage and health & wellness industries.

- Agency closed 4 new accounts in 1 year as a result of new lead gen capabilities, securing business with Tata Beverage Group, Sandra Lee Semi-Homemade, Gallo Winery and Purdue Products.

- **Repeatedly delivered a strong record of client growth and retention.** Excelled in deepening client trust and credibility, effectively nurturing and building accounts to a longstanding profitable relationship. Played an integral role in:

CRAYOLA: Secured and grew Crayola to become a Top 5 revenue-generating client (10% of total 2010 agency revenue). Helped cultivate a longstanding 6-year relationship, continually winning new components of the budget.

- Achieved AOR status within 1 year for all Shopper Marketing.
- Exceeded client expectations with Nickelodeon partnership promotion: +75% in display shipments vs. prior year (that also had a promotion). 70% of Top 10 took displays, which sold through based on strength of promotion.

HJ HEINZ: Grew 8-year relationship to become a Top 5 revenue-generating client (10% of total 2010 agency revenue). Introduced an integrated planning process, which helped to secure project-based and AOR work.

SANDRA LEE SEMI-HOMEMADE: Pitched and won Sandra Lee Semi-Homemade as a client following launch of an integrated Ore-Ida Steam & Mash program anchored by a partnership with Sandra Lee Semi-Homemade.

- Drove sustained sales velocity over a 17-week pre and post-campaign launch (Retail Sales Overall +162%, Wal-Mart Sales +235%). Initial FSI drop showed a 30% sales increase vs. previous week.
- Achieved phenomenal TV impact (Sales Revenues of +70% following 4 weeks of introductory TV advertising)
- Delivered overwhelming success with new website launch (~125,000 hits), far exceeding client expectations.
- Drove PR impressions above objectives (46 million vs. targeted 35 million).

DEL MONTE: Introduced a more holistic, integrated planning process helping to secure project and AOR work.

- Achieved AOR status for Scooby Snacks, Nature's Recipe & Snausages, plus project-based divisional/group events.
- Delivered 22% dollar sales lift implementing Scooby Snacks 'Get Out & Doo' partnership program with the President's Council on Sports & Fitness. Presented program at the council's board meeting in Washington, DC.

Clients: Crayola, Del Monte, Hain Celestial Group, HJ Heinz, Just Born, Sandra Lee, Unilever

VERTICAL MIX MARKETING INC.

1998 – 2001

An award-winning activation agency servicing media & entertainment industry. Acquired by GEM Group in 2002.

VICE PRESIDENT, GENERAL MANAGER, 2 YRS. | VICE PRESIDENT, 2 YRS.

Promoted to lead an 18-member Promotion division while managing overall agency operations.

- **Led agency to a spot on Promo's Top 10 Hottest Agency list as a key member of the senior leadership team.**
- **Achieved 2001 Promo 100 ranking (#40) with 2-year growth of 124%.**
- **Increased revenue 62% and profitability 12%** by integrating growth disciplines and identifying new revenue streams through account and marketplace analysis. Secured \$2.5M in new client billings.
- **Won prestigious awards:** PMA Reggie Award (Local Power) and CTAM Mark Award (Student Stock Tournament).
- **Grew Olympics Affiliate Program to deliver 34:1 ROI and 27% > ad sales** by neutralizing carriage rate increase and maximizing value paid by NBC Cable Networks for event broadcast rights.

Clients: ACTV, Adlink, A&E, CBS, Clear Channel, CTAM, Fox Cable, Gravity Games, Lifetime TV, MediaAmerica, NBCC, TWC, TNT

EARLIER ENGAGEMENTS: SVP, CUNDARI, USA: Clients: Florida Department of Citrus, Tic Tac, NY Times, 1-800-FLOWERS

□ VP, Group Account Director, ALCON Marketing Clients: Alcon, Colgate, Fromageries Bel, Haagen-Daz, Lever Brothers, M&M/Mars, Nabisco, PET Foods, QVC, Van den Bergh Foods, Warner-Lambert □ Sr. AE, SIEBEL/MOHR INC.: Clients: Seagrams, Lehn & Fink, Mennen

EDUCATION: Bachelor of Arts, State University of New York at Binghamton

PROFESSIONAL AFFILIATIONS & INVOLVEMENT: BAA Reggie Awards Judge & Social Media Week, NY, Brand Liaison, 2015