

MICHELLE R. RUSSELL

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HELLO. I help emerging food and beverage brands scale their marketing efforts as an extension of their team managing projects and establishing marketing systems and processes. My specialties lie in Brand Development, Trade Marketing, Shopper Marketing, Innovation & Commercialization, Strategy and Management, Vendor/Agency management.

EXPERIENCE

Marketing Consultant, Napa, California

2020-Present

TATTOOED CHEF, GARY FARRELL WINERY, TREMOR BEER, GRACE CATHEDRAL, PREMIER NUTRITION, MANKAI, CANNAPONICS, STRATEGY CODES

- Grew online sales triple digits by managing sponsored search and display ad initiatives on Instacart, Target.com, Walmart.com, Kroger.com, achieving an average ROAS of 415%
- Developed and implemented commercialization process for leading frozen food brand to streamline new product launches
- Led digital marketing activation to support 600% Walmart expansion and Target end cap seasonal secondary placement
- Researched and developed Brand Positioning for iconic San Francisco landmark to inform strategic website redesign
- Developed digital marketing and growth strategies for wine country lifestyle brand
- Social media copywriting and competitive positioning analysis for online-exclusive water lentil brand
- Market research and emerging product category analysis for leading RTD protein shake company
- Conducted Social Media audit and authored strategic social recommendation for Northern California craft beer brand
- Copywriting, proofreading, editing and lead generation strategy development for crowdfunding launch package for Australian cannabis brand

Miyoko's Creamery, Petaluma, California

2019-2020

BRAND MANAGER / PROJECT MANAGER INNOVATION & COMMERCIALIZATION

- Brand Management
 - As company's first-ever brand marketer, led PR agency on aggressive \$150k plan for strategic and high-profile sampling initiatives, utilizing these opportunities to create highly effective buzz-generating video and brand assets
 - Strategized, planned and negotiated trade advertising placements to support new product launches and managed five-month budget of \$100k
 - Led early release eCommerce and targeted retail campaign to drive trial of new products, initiating pricing and promotion strategy and creative development to generate buzz and increase awareness delivering unprecedented consumer engagement and sold out +\$62k of product in under 24 hours
- Innovation
 - Analyzed competitive market, consumer trends and leveraged packaging strategies to launch nine revolutionary new products in first four months of hire from Packaging, Benchtop Development, Commercialization and Launch, marking the most integrated consumer-focused introduction in the company's history
 - Conducted competitive, market and consumer analyses for two first-to-market, category-defining products from Ideation and Product Scope Recommendations through Packaging Development in the stage-gate process
 - Ushered cross-functional team of Operations, R&D, Finance and Sales through Concept Scope to Benchtop Development on three product reformulations
 - Responsible for managing 12 product line extensions to maximize food service channel expansion including technical packaging designs, cross-functional operations management and creation of robust sales materials
 - Formalized two-year innovation pipeline process, project management process, and a packaging development and approval process, which resulted in saving the company over \$100k annually in packaging reprint costs

Navitas Organics, Novato, California

2015-2019

DIRECTOR OF MARKETING

- Conducted and analyzed two consumer A&U studies and applied learnings to identify strategic brand focus, development and execution of \$3M omnichannel marketing plan
- Directly managed training, day-to-day responsibilities and professional development for two ABMs and the Digital Marketing Manager with dotted lines to the extended team of 15
- Managed all aspects of company's first \$350k digital advertising campaign from spearheading the agency RFP process, agency interviews, briefings and pitches through onboarding and creative development resulting in exceeding KPIs with increased website users +30k and 6.4M paid impressions
- Managed advertising, PR agency strategy and \$300k plan, increasing national media coverage impressions 4x to +94M YOY
- Established brand as the category leader with a key retailer by collaborating with agency partner on strategy and development of highly targeted and premium in-store experience and presented to key retailer category management exceeding their expectations

- Managed digital strategy delivering +250M impressions and +3000% ROI YOY
- Developed strategic influencer marketing strategy and oversaw influencer program of 200+ brand ambassadors resulting in increased influencer outreach and brand partnerships driving an increase in activity 63% YOY
- Authored company's first strategic shopper marketing program

BRAND MANAGER

- Leveraging consumer insights, managed company rebrand initiatives to move brand from a commodity to a lifestyle brand; including brand strategy & positioning development, packaging and creative asset development to trade & consumer communication strategy and launch materials
- Managed successful \$25k social sampling program supporting two key retailers driving in-store traffic and velocities
- Implemented digital initiatives that grew social follower base and impressions +150%, increased traffic +194%, increased list size over 200% and increased DTC sales 306%
- Managed \$35k TV and film product placement program resulting in 120 placements and over 325M impressions annually

The PlumpJack Group, Napa, California

2015

MARKETING MANAGER: *PlumpJack Estate, CADE Estate and Odette Estate Wineries*

- Responsible for all trade- and consumer-targeted marketing efforts including strategic partnerships, digital communications, e-commerce and social media, including launch plan and communications for launch of new winery
- Initiated brand image improvements across all brand touch points: collateral, digital communications, e-commerce, websites, guest experience, packaging on a modest budget

Trinchero Family Estates, Napa, California

2011-2015

MARKETING MANAGER, LUXURY: *Trinchero Napa Valley, Joel Gott, Napa Cellars, Folie à Deux, Terra d'Oro, Shatter (import), Charles & Charles, Taken, Eye Chart*

- Managed \$300k budget to grow business on four focus brands 20% in the first 18 months
- *Promotions*: Created highly regarded annual luxury portfolio sales incentive for key distributor partners, a holiday large format sales plan and first-ever seasonal in-store promotions on the luxury wine portfolio
- *Brand Ambassadorship*: Traveled regularly to key markets to assist the sales team, distributors and communicate brand messaging; served as brand ambassador at key industry events; managed overall travel calendar for five winemakers
- Supervised training, day-to-day responsibilities and professional development of the luxury marketing assistant and interns

Constellation Brands US, St. Helena, California

2008-2011

ASSOCIATE MARKETING MANAGER: *Clos du Bois*

- Responsible for managing company's second largest brand (2M cases) and +\$3M marketing & in-store promotional spend
- Managed initiatives for intensive brand relaunch including:
 - Lead the brand's first integrated campaign in three years from agency briefing to creative development resulting in 10% sales growth YOY
 - Co-branding strategic partnership execution with major US retailer and top fashion designer resulting in millions of impressions across lifestyle media
 - Coordinated development and completion of packaging changes across three tiers and 14 varietals, as well as large format creation and allocations

PREPARATION

University of Missouri School of Journalism, Columbia, Missouri

Bachelors of Journalism; Advertising Major with an emphasis in Marketing; Psychology Minor

Napa Valley College, Napa, California

Wine Marketing, 4.0 GPA

Sagatica, San Francisco, California

Management & Coaching Training

General Assembly, San Francisco, California

Digital Marketing Certified

Wine & Spirits Education Trust

Passed Intermediate Level 2 with Merit

Passed Advanced Level 3 with Merit

MEMBERSHIPS

American Association of Advertising Agencies | Kansas City Chapter Board of Directors | Vice President

University of Missouri Athletics | Kansas City Booster Club Board of Directors | Secretary

Kappa Delta Sorority | Epsilon Iota Chapter | President & Alumni Fundraising Committee Generation Chair