

AMY ELIZABETH SHERFINSKI

CURRICULUM VITAE



OBJECTIVE

Marcom professional with proven success leading corporate marketing and internal communications for multimillion-dollar companies across diverse industries seeking a marketing position that will allow me to leverage my experience, skills and education to maximize results for a company.

EDUCATION

09.1994–05.1998

University of Wisconsin–Madison

Bachelor of Science, Ag Sciences

SKILLS

- Marketing strategies and campaigns
- New product launch
- Excellent written and verbal communication skills
- Web and print content development
- Public and media relations
- Focus group and market research
- Corporate communications
- Creative team leadership
- Product positioning and branding
- Vendor management



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27.05 1976 in Waukesha,
Wisconsin, USA



Married, one child

LANGUAGES

English (mother tongue)
German (currently enrolled)

08.2010–01.2020

**Director of Marketing, BERNINA of America,
Aurora, Illinois, USA**

Industry Consumer Goods

Description

Founded in Switzerland 125 years ago, BERNINA is the world's premier manufacturer of quality state-of-the-art sewing, quilting and embroidery machines, overlockers, and embroidery software. BERNINA products are sold all over the world. The largest market, the United States, which totals 55 percent of worldwide sales, sells its product through a network of over 400 fully trained independent dealerships that also offer support and education.

Responsibilities

Provide overall strategic direction to all facets of marketing for BERNINA including, multi-media advertising, public and media relations, branding, digital marketing, social media marketing, sales promotions, sponsorships, ecommerce, visual merchandising and market research.

Direct and lead a team of seven as well as three agency partners to conceptualize, develop and execute marketing campaigns that build a memorable brand.

Expert in the technical, conceptual and content development of sales-driving collateral. Produce record-high marketing campaign response rates and execute successful product launches. Also responsible for budgeting, planning, staff hours allocation and invoices.

Key Accomplishments

- Received two promotions in first year of hire; hired as marketing manager responsible for sales promotions in August 2010. Then promoted to interim team lead in December 2010 followed by promotion to director of marketing in August 2011.
- Developed and launched integrated, multi-channel print, digital and direct marketing campaigns that continually increased sales over the previous six years.
- Led market launch of 40 plus products. Identified opportunities, researched new product possibilities, collaborated with international marketing team at BERNINA International and created global campaigns generating \$22 million of new annual sales in some cases.
- Created web portal to transform previously archaic intranet into a dynamic portal improving communication flow and adding an effective sales tool for dealer channel and field reps.
- Created, developed and wrote dealer planning guides, brochures and other product sales tools that enhanced the sales reps' and dealer channel understanding of complex product features, programs and initiatives that helped them sell more effectively.
- Led the launch of several new marketing ventures for BERNINA of America including public and media relations strategy and plan, social media marketing, My BERNINA accessories app and ecommerce strategy.

06.2003–06.2009

Account Supervisor, Rhea & Kaiser Marketing Communications, Naperville, Illinois USA

Industry Integrated Marketing Communications

Description

A full-service marketing communications agency specializing in agriculture, turf and ornamental and health care clients.

Responsibilities

Assisted senior management with business development within the business-to-business, consumer products and health care industries. Responsible for writing RFP's, making cold calls to prospective clients, presenting and pitching agency capabilities, representing the agency at various industry events, providing content for agency Web sites and blogs.

Responsible for the execution and launch of brand advertising for Aurora Health Care, Wisconsin's largest health care provider. Served as primary agency liaison with client, and assisted with overall strategic direction of account. Lead the development of print, radio and television campaigns. Also responsible for budgeting, staff hours allocation, planning, billing and account receivables. Directed team of seven including creative, production, studio, and media planning and buying staff. Annual budget in excess of \$3 million.

Responsible for execution and launch of a national television advertising campaign for Dynamite, a lawn and garden product, independently and privately owned by Florikan, E.S.A. Pitched and won the business. Served as primary agency liaison with client and assisted with overall strategic direction of account. Directed team of four including creative, media and production. Annual budget \$310,000.

Prior to Aurora and Dynamite, served as advertising and public relations account manager for Bayer CropScience, specializing in horticulture. Developed and implemented an integrated communications plan for seven fungicide and insecticide products. Directed team of five including PR, creative, production, studio, media planning and buying staff. Produced newsletters, lead media relations including interviews, development of media kits, press release development and distribution, event planning and tradeshow. Won a National NAMA Award, 2005, Best Outdoor Billboard for SCALA fungicide product. Annual budget in excess of \$1 million.

11.2000–06.2003

Senior Administrative Assistant to CFO/Investor Relations, GE Osmonics, Minnetonka, Minnesota, USA

Industry Water filtration equipment manufacturer

Description

General Electric's (GE') water technology Minnetonka manufacturing plant produces filters and spiral wound membrane elements and equipment across the spectrum of membranes including reverse osmosis, nanofiltration, ultrafiltration, and microfiltration for global water treatment and reuse.

Responsibilities

Primary responsibilities included working closely with the chief financial officer and the executive management team in distributing quarterly news releases via the wire and financial distribution lists. Assisted in writing and proofreading all financial releases, paying special attention to AP Style, grammar and content. Handled inquiries from financial analysts, reporters and stock holders. Performed varied administrative duties and other responsibilities to relieve supervisor and 25 departmental staff of routine administrative detail as well as support all finance department functions.

05.2000–10.2000

Account Executive, Public Relations, Haberman & Associates, Inc., Minneapolis, Minnesota USA

Industry Integrated Marketing Communications

Description

Haberman is a creative engagement agency with a clearly defined mission: to tell the stories of pioneers who are making a difference in the world. Storytelling unites their work—from strategic planning to creative execution—across all channels including branding, advertising, public relations, digital and interactive, social media and grass roots engagement.

Responsibilities

Serviced consumer and high-tech accounts including the Bancroft Arnesen Expedition. Developed strong media relation skills including media research, targeting, pitch development and follow-up calls to ensure placements. Handled day-to-day client contact with updates on projects and media placements.

06.1998–05.2000

Account Executive, Public Relations, Weber Shandwick, Bloomington, Minnesota, USA

Industry Public Relations

Description

Weber Shandwick is a leading global public relations firm with offices in 81 countries.

Responsibilities

Managed the Novartis Crop Protection and Novartis Nutrition accounts. Served as main client contact. Responsibilities included directing three team members in various PR efforts including media relations, press release and newsletter development, tradeshow support and budgeting. Also supported the agency's pro bono projects.

References enclosed.