

Brenda Andresen

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Communications Strategist ♦ Proven Leader ♦ Creative Thinker ♦ Problem Solver

Confident, creative, and effective professional with keen business insight, strong relationship skills, and a history of success. Genuine collaborative sensibility and a team player who is comfortable both “leading” and “doing”.

Specialties

Strategic planning

Marketing communications

Creative concept development

Brand development, positioning and management

Message development and delivery

Design and copy direction

CAREER SUMMARY

UBM Americas, Veterinary, Lenexa, KS

Marketing Director, (July 2014 – present)

Direct, manage, and execute marketing communications across UBM Americas, Veterinary brands. Develop and manage collaborative and mutually beneficial partnerships across industry corporations, associations, and nonprofit organizations.

- *Direct execution of brand messaging, and communications to practicing veterinary professionals, industry advertisers and exhibitors, and key industry stakeholders*
- *Repositioned and rebranded the CVC conventions and Hospital Design Conference brands and as a result*
 - *Grew CVC convention attendance numbers and revenue by more than 20% in less than two years*
 - *Tripled Hospital Design Conference attendance numbers and revenue in fewer than two years*

American Veterinary Medical Foundation, Chicago, IL

Director, Marketing and Projects (October 2012 – July 2014)

- *Directed organizational, development, and marketing communications responsibilities for Partners for Healthy Pets, a nonprofit coalition of more than 115 associations, industry leaders, and nonprofit organizations within the veterinary profession.*
- *Developed and drove brand image, brand strategy and messaging, and communications to pet owners and veterinary professionals.*
- *Built and managed relationships and communications with key stakeholders, including Board of Directors, Executive Leadership, advertising agencies, and selected vendors.*
- *Created and grew relationships within a broad base of influencers, including senior leadership and marketing and sales leadership of sponsor companies, leadership of collaborating nonprofit associations, and consumer and professional media.*
- *Transitioned to “ownership” from the agency retained to develop and manage marketing strategy, Saatchi & Saatchi Science at the request of the organization’s leadership.*

Saatchi & Saatchi Healthcare Innovations, Yardley PA

Account Supervisor (October 2011 – October 2012)

- *Directed the strategic planning, brand development, and messaging for assigned agency clients, including Partners for Healthy Pets, a new non-profit organization formed through a collaboration of two large non-profits and multiple industry leaders, and AstraZeneca Oncology.*
- *Managed multiple and complicated client relationships toward consensus.*
- *Collaborated with agency creative to bring client brands and materials to life.*

AOI Communications, L.P, Exton, PA

Director, Business Development (May 2006 – October 2011)

- *Led outreach and business opportunities development with emphasis on original web-based communications, including documentaries, webcasts, and interactive programs.*
- *Created concepts and guided execution of multi-faceted programs for patient, caregiver, and healthcare professional audiences.*
- *Managed client relationships, business development, and project execution for agency accounts including GlaxoSmithKline, Celgene, Ascenta Therapeutics, the Crohns & Colitis Foundation of America, and the American Lung Association.*

Andresen Marketing Communications, Chester Springs, PA

Freelance Marketing Communications (August 2001 – July 2006)

- *Provided strategic planning, product positioning, marketing communications, satisfaction assessment, client service training, and copy writing services to a client base of past employers, including Complete Healthcare Communications and Hill's Pet Nutrition.*

Complete Healthcare Communications, Inc., Glen Mills, PA

Account Director (September 2000 – August 2001)

- *Directed strategic planning and execution of medical communications plans.*
- *Developed and managed client relationships and created and managed annual budgets for key agency pharmaceutical clients.*

Veterinary Learning Systems, Inc., Trenton, NJ

Director, Custom Communications (September 1996 – August 2000)

Manager, Custom Communications (September 1993 – August 1996)

- *Used advertising agency skills to create and institute improved sales and execution procedures and protocols for growing division.*
- *Directed strategic planning, product development, sales, and marketing of custom communications projects; worked directly with leading marketers and industry experts.*

CAREER SUMMARY, BRENDA ANDRESEN (CONTINUED)

Harmon Smith Advertising, Inc., Kansas City, MO

Account Supervisor (February 1989- September 1993)

- *Directed US and European strategic planning, communications, and client relationship management for agency's largest account, Hill's Pet Nutrition.*
- *Collaborated with client leadership to launch European marketing communications and new product efforts, including advertising, collateral, and sales training materials.*

Veterinary Medicine Publishing Company, Overland Park, KS

Western Account Manager (August 1986 – February 1989)

- *Advertising sales manager for two leading trade journals.*
- *Developed a reputation for strategic thinking that led to future career opportunities.*
- *Selected to the Medical Economics Company's President's Advisory Council*
- *Runner up for the company's highly competitive sales excellence award.*

Vance Publishing Corporation, Overland Park, KS

National Sales Manager (June 1982 – August 1986)

- *Learned, practiced, and refined client relationship and client service skills that became the foundation for a successful career*

EDUCATION

Bachelor of Science, Journalism University of Kansas

- *Advertising and marketing emphasis*
- *Dean's List honors*