

Michael Berreth

Super Marketer Who Drives Sales!

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Summary

1. **Super Marketing Executive** with passion for driving sales, building brands, and engaging consumers.
2. **Multiple Superpowers:** strategic planning, brand management, consumer marketing (digital marketing, advertising & promotions), and partnerships.
3. **Experience from Who's Who of world-class, multinational corporations:** The Walt Disney Company, NBCUniversal, Nestlé, and Kellogg's.
4. **Experience as Vice President, Head of Marketing** at an \$80 million company, DiC/Cookie Jar Entertainment (now WildBrain), for 6+ years.
5. **Small & start-up company experience** as a consultant.
6. **More hands-on than my peers** with strategic planning and tactical execution.

Work History

Founder & Managing Director

2013 - Present

MARKETING BRANDS CONSULTING

- Led the start-up of a boutique marketing agency, generate new clients, and advise C-level executives.
- **No Compromise Gaming:** Drove 30% increase in sales conversions with marketing audit and strategic marketing plan. All marketing investment recommendations approved. Co-led development of new ad campaign with creative agency.
- **GreenScreens.com:** Developed & executed digital marketing plans. Doubled online store sessions. Delivered Return on Ad Sales between 5 to 10 on Google and AdRoll ads. Drove referral rate up to 15%, Facebook ads with CTR > industry average by 5x.
- **Magic Jump Inflatables:** Retained as VP, Marketing. Drove \$2 million in sales in one year by leading start-up of licensed product business and securing licensing deals with top entertainment studios; on track to double the company's size. Drove highest sales growth rate in 5 years with digital marketing that generated leads.
- **Darby Pop Publishing:** Retained as VP, Marketing. Sold out inventory of comic books and graphic novels (including 1st official Bruce Lee titles) with digital marketing, influencers, and online press which reached up to 9 million unique visitors per title.
- **Super League Gaming:** Successfully launched licensed gaming events on Minecraft (#2 best-selling video game of all time) with paid digital marketing with CTR that exceeded industry averages by 9x. Ticket sales exceeded management expectations.
- **Sky Zone Franchise Group:** Served as Digital Marketing Director. Helped generate company's highest-grossing month ever with digital campaigns for *Undercover Boss* episode. Generated incremental \$2 million in revenue by leading their first national media campaign. Grew social media followers from 800k to 1.2 million.
- **Other Clients:** GennComm, SMC Entertainment, Sunkist Snacks, ZAG Animation

Vice President, Marketing & Interactive

2006 - 2012

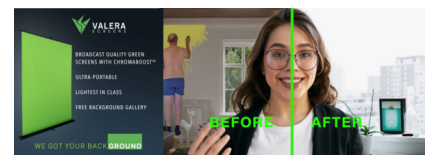
DiC/COOKIE JAR ENTERTAINMENT (Now WildBrain)

- **Brands:** Strawberry Shortcake | Caillou | Richard Scarry's Busytown | Johnny Test | CBS Saturday Morning Kids' TV Block | Good Luck Trolls
- **Head of Marketing Department** with responsibility for brand management, consumer marketing, interactive, strategic partnerships, and marketing services. Reported to C-level executives. Oversaw team of up to 6 direct reports. Core member of Executive Leadership Team and Greenlight Committee.

Portfolio



No Compromise Gaming



GreenScreens.com (dba Valera)



Magic Jump Inflatables



Darby Pop Publishing



Super League Gaming



Sky Zone Franchise Group

- **Generated \$2 million in sales revenue and significant marketing value** by securing & executing licensed promotions with McDonald's, Wendy's, and Carls Jr.; licensing deals with Kellogg's and Lighthouse Foods; strategic partnerships with AAA, 4-H, Alex's Lemonade Stand Foundation, and Produce for Better Health Foundation.
- **Rejuvenated American Greetings' Strawberry Shortcake character to \$3.4 billion in cumulative global retail sales** by leading major global brand re-launch including oversight of licensing agents, global marketing plans, and international websites.
- **Generated 88% increase in sales revenue from \$2.6 to \$5 million** on Cookie Jar brands (Richard Scarry, Johnny Test, Caillou) by leading brand development: toy launches, retail marketing, e-commerce, tie-in promotions, and Facebook.
- **Delivered 30% increases in TV ratings and only upward trend in network broadcast TV on Saturday mornings** on CBS Kids' TV programming block with "tune-in" marketing: advertising, watch & win promotions, and digital marketing.
- **Oversaw digital marketing & social media**, and launched websites, social media sites, e-commerce sites, mobile apps and digital marketing campaigns.

Managing Director

2004 - 2006

RYAN PARTNERSHIP (dba Catapult Marketing | Top Promotion Agency)

- **Oversaw agency's largest client**, Mars Petcare, with account management and promotion plans. Reported to president. Oversaw 3 direct reports.
- **Drove agency's highest annual retainer increase** of 55% with 120% increase in number of annual marketing activities (from 26 to 57) and corresponding 71% increase in promotion spending (from \$10 to \$17 million) on Mars Pet Treats brands.
- **Drove 28% increase in client's sales revenue** (from \$119 to \$152 million) across Mars Pet Treats brand portfolio.

Sr. Franchise Manager

2001 - 2004

THE WALT DISNEY COMPANY (Disney Consumer Products)

- **Managed Disney's Winnie-the-Pooh**, the company's top franchise.
- **Drove 10% increase in global retail sales on a mature \$5.9 billion Disney's Winnie-the-Pooh business** to become the #1 most valuable character franchise in the world per Forbes' "Top Earning Fictional Characters" list with company's first global strategic brand plan, brand stewardship on entertainment initiatives across The Walt Disney Company, and new licensed product programs.

Sr. Brand Manager

2000 - 2001

NBC UNIVERSAL

- Responsible for rental titles in Home Entertainment division and previously for Hispanic marketing in Theme Park division.
- **Achieved record-breaking results on *The Fast and the Furious* home entertainment release** with \$75 million in sales in 1st week -- and biggest 1st week in DVD rental history with \$6 million in rental revenue -- by developing creative marketing plan with auto promotions, publicity stunt, MTV sponsorship.
- **Tripled Hispanic attendance to Universal Studios Hollywood theme park** by leading Hispanic marketing with integrated marketing programs, in-park programs, special events, park discounts, advertising, and Coca-Cola partnership.

Marketing Manager

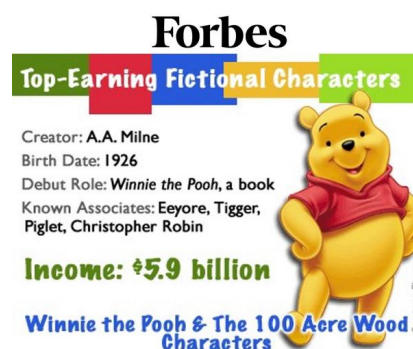
1999 - 2000

NESTLÉ USA

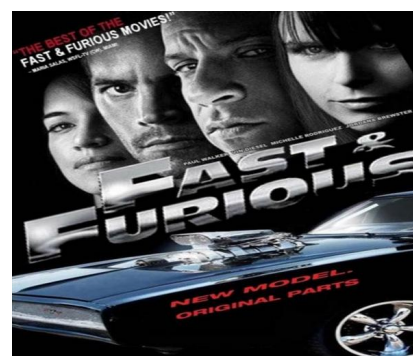
- **Brands:** Nestlé Raisinets | Goobers | Sno-Caps | Turtles
- **Managed brands that generated \$94 million in annual sales.** Traditional brand assignment with "channel marketing" role on Nestlé's candy brand portfolio in movie theaters. Oversaw 2 direct reports and training for all Marketing Associates.
- **Increased sales of Nestlé Raisinets by \$10 million** by launching line extension and "guerrilla marketing" campaigns.



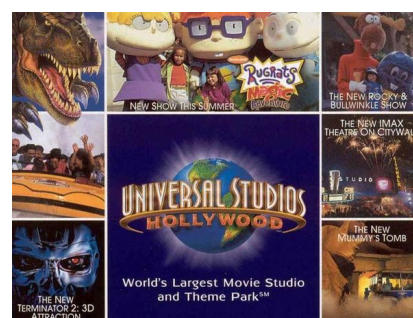
Cookie Jar Entertainment



The Walt Disney Co.



NBCUniversal



Universal Studios Hollywood



Nestlé USA

Brand Manager

1996 - 1998

KELLOGG COMPANY

- **Brands:** Kellogg's Rice Krispies Treats | Kellogg's "Single Serve" Portfolio
- **Managed brand that generated \$240 million in annual sales** with \$30 million marketing budget. Led all brand activities: brand plans, P&L responsibility, cross-functional team leadership, new product/pack types, and consumer engagement.
- **Transformed Kellogg's Rice Krispies Treats into major snack brand by doubling annual retail sales to \$240 million** (Kellogg's #1 revenue growth driver) by developing brand plans for all trade channels, implementing candy marketing practices, and driving the start-up of the Snack Division.

Education

M.B.A.

University of Southern California (Top 20 B-School)

- Major: Marketing

B.A.

California State University of Fullerton (Top 5 Public School: Regional Universities-West)

- Dean's Honor List
- Awards: Honors at Entrance



Kellogg's USA