

Keith Bergstrom

Marketing • Leadership • Education

Contact

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Key Skills

Team Building
Marketing Management
Budgeting and Finance
Multi-Channel Marketing
eCommerce
Direct Marketing
Copywriting
Email Marketing
Content Marketing
Marketing Analytics
Communication
Project Management
Contract Negotiation
Branding & Positioning
SQL
SAP Business One ERP
Agilix/Buzz LMS
Google Analytics (GA4 and UA)
Google Optimize
Google Tag Manager
Rejoiner Remarketing
MS Office- Excel, Word, Teams

Executive Summary

Strategic leader with experience in marketing, publishing, and business development looking for a role that lets me use the expertise I've developed in a 20-year career to help an organization that matches my passions and values grow in new and exciting ways.

Experience

2018-Current

President • Prestwick House

- Managed business finances, including budgeting, sales forecasting, and vendor negotiations.
- Set corporate goals, strategy and tactics and reported to the board.
- Managed a \$5 million-dollar annual operating budget.
- Developed and launched our first digital products, including market positioning, product specifications, and sales plan.
- Lead mobile-friendly responsive rebuild of Prestwick House ecommerce website.
- Developed new sales channels and lead institutional sales deals of up to \$400,000.
- Managed remote, hybrid, and onsite teams.

2006-2018

General Manager • Prestwick House

- Lead marketing, editorial, and IT departments
- Guided re-platforming of Prestwick House ecommerce and content websites.
- Responsible for annual managing marketing budget of up to \$1,000,000.
- Developed Content Marketing Hub, The English Teacher's Free Library, generating up to 635,000 pageviews per year.
- Managed CRM/ ERP solutions – SAP B1 and Salesforce
- Diversified marketing operations from direct mail-focused strategy to a multichannel approach including email, social, digital ads, print ads, and inside sales.
- Implemented marketing automation and remarketing email programs.

Education

Goldey-Beacom College

MBA Marketing
Management

Graduated Highest Honors
MBA Leadership Award

University of Delaware

B.A. English Literature and
Language

Minor: Religious Studies

Study Abroad:

Shakespeare and Modern
Drama

2003-2006

Marketing Manager • Prestwick House

- Developed annual marketing plans, calendars, and budgets.
- Negotiated competitive catalogue bids.
- Managed new product merchandising and product pricing.
- Guided scheduling, content, and purchasing for 6-8 annual catalogues.
- Developed and lead conference and event planning.
- Multichannel Campaigns- catalogues, print, social, email, web.
- Implemented marketing CMS reducing catalogue production time by over 50%.
- Created offline catalogue marketing analytics program and implemented online analytics systems.

2001-2003

Marketing/Editorial/CS Associate • Prestwick House

- Cross trained across all company departments.
- Edited and proofread over two dozen new book projects.
- Wrote advertising copy for new and existing products.
- Developed direct mail order follow up project.
- Answered phones and processed orders.

Prior Experience

Retail, Warehouse, Ski Instructor, Customer Service, Direct Sales

Key Projects

- Managed replatforming of Prestwick House Website improving traffic by over 300%.
- Developed series of direct mail catalogues generating more than 400% ROI.
- Created multi-channel content marketing campaign showing 70% annual average traffic growth and
- Secured funding for PPP Loans, ERC Tax Credits local funding sources in response to pandemic emergency.
- Developed Pr.int and Digital Products generating more than \$1 in total revenue.
- Originated and managed institutional sales of up to \$400,000
- Built partner relationships with value of up to \$1,000,000 in total profit and investment deals worth up to \$700,000

Associations and Awards

2006 MBA Marketing Leadership Award - Goldey-Beacom College

Ed Tech Digest Leadership Award - Finalist

Book Business Magazine: Best Publishing Companies to Work For

Wilmington News Journal Best Small Companies to Work For

AAP Pre-K12 Learning Group Pre-Conference Chair

Association of Educational Publishers Marketing/Product Award Committees

References Available Upon Request