

Thomas Bartsch

Experienced Digital and Traditional Marketer

(323) 868-2404

✉ tsbartsch@gmail.com

in <https://www.linkedin.com/in/thomasbartsch2017/>

Data driven global marketer and business strategist with dual MBA in marketing & finance and history of advancement in Fast Moving Consumer Goods and food service industries. Diverse and well-rounded background with experience in digital and traditional marketing. Demonstrated ability to develop and implement initiatives to maximize sales and profits. Unique blend of marketing, business strategy, sales, data, and analytics.

AREAS OF EXPERTISE

- Omni Channel Marketing
- Traditional Marketing
- Digital & Social Media Marketing
- Ecommerce B2C and Lead Generation
- Email Marketing
- Sales Generation B2B
- CRM
- Consumer, Trend and Competitive Analysis
- Marketing and Brand Development/Management
- Brand Architecture and Positioning
- Innovation and New Product Development
- Field and International Marketing
- Public Relations
- Strategic Planning & Forecasting
- P&L & Budget Management
- Statistical and Big Data Analysis

PROFESSIONAL EXPERIENCE

INGENUITY BUSINESS CONSULTING (SPECIALIZING IN MARKETING & SALES STRATEGY AND EXECUTION)

October 2017 – Present

Consultant (Self Employed) – United States

PIVOT COLDBREW (FMCG start-up) – **Contracted for EVP Marketing, Sales & Tech Systems**

April 2019 to March 2022

- Identified coffee category white space and unmet consumer need states through primary and secondary research and used insights and learnings to create the Pivot Coldbrew brand
- Led a team of two coffee experts, Apfels Fine Coffees, Mattson Food Innovation and an ethnobotanist to develop 5 SKU's
- Developed brand positioning, visual identity, voice & tone, and assets library creating a foundation for marketing and brand
- Identified target personas and messaging pillars used to develop marketing and communication strategies
- Launched LinkedIn, Instagram, Facebook & Twitter and grew followers with engaging content and community management
- Developed and launched a consumer marketing strategy consisting of Google Ad Words, paid social media, influencer partnerships and email campaigns
- Developed and launched trade buyer strategy of digital banner ads, digital trade publications ads and GEO targeted outreach
- Launched and managed Shopify eCommerce platform and developed eCommerce marketing strategy
- Developed and launched brand website connected to Google Analytics and integrated Shopify, Instagram & Facebooks shops
- Led internal sales team and managed external Thrive Natural Sales resulting in brand being sold in 65 doors

RANDY'S DONUTS (QSR emerging brand) – **Contracted for VP Marketing and Franchise Sales**

March 2018 to November 2019

- Led all aspects of marketing, branding & franchise sales
- Developed and launched a new coffee program generating an average of 6% incremental sales per store
- Developed a social media strategy consisting of creating engaging images, videos and carousal content and aggressive community management which resulted in an 186% increase in Instagram followers and 99% increase in Facebook followers
- Launched Tik Tok for the brand by creating engaging content increased followers from 0 to 75K, likes from 0 to 800K and video views from 0 to 24 million in less than 1 year
- Developed partnerships with TOMS, Nike/Rams, Lyft, Marvel and Fortnite building brand awareness and contributing to the sale 30 franchise commitments

800 DEGREES WOODFIRED KITCHEN (Emerging Fast Casual brand) – **Contracted for CMO**

October 2017 to October 2018

- Repositioned brand from 800 Degrees Pizzeria to 800° Woodfired Kitchen to differentiate from fast casual pizza category and to broaden appeal to females and consumers that are more health conscious
- Developed digital, social and SEO strategies optimizing website, Yelp, Facebook, Instagram, Twitter, and Snapchat resulting in 15% increase in sales and an average increase of followers on social media platforms by 60%
- Launched loyalty program with the Punchh platform and grew customer base to 200 customers per store in 6 months
- Launched and managed 3rd party delivery programs with Postmates, Door Dash and Uber Eats driving delivery sales to 9%
- Developed new website connected to Google Analytics resulting in 14% more website traffic

MIDICI THE NEAPOLITAN PIZZA COMPANY (NEW FAST/FINE START-UP)

July 2016 – October 2017

Vice President Marketing – Los Angeles, CA

Reported to CEO in leadership role. Led brand strategy, marketing strategy and development of the brand. Hired and managed 3 direct reports: brand manager, two field marketing managers and creative team of 5. Defined brand positioning and brand architecture and developed annual marketing calendar including limited time offers and promotions

- Developed new website connected to Google Analytics resulting in 70% more website traffic
- Launched and managed mobile ordering App using the ChowNow platform resulting in an increase in total sales of 4%
- Launched and managed 3rd party delivery partnerships with Door Dash, Postmates and Uber Eats driving delivery sales to 10%
- Sold 500 franchise commitments and developed marketing plans for the 18 new franchise that opened in 2017

FOCUS BRANDS (RESTAURANT PORTFOLIO COMPANY)

January 2013 – February 2016

Chief Marketing Officer International/SVP Global Marketing – Atlanta, GA

Reported to President. Led strategy and international marketing efforts for 1,400+ Cinnabon, Auntie Anne's, Carvel, Seattle's Best Coffee, Moe's and Schlotzsky's units. Developed individual product, promotional and LRM plans for each country by brand. Led product innovation, testing and analysis across all brands. Managed VP & Director of Brand Marketing, 3 FMM's, Consumer Insights + 4 R&D Managers. Managed \$2.6MM Int'l Ad Fund and \$3MM local market Ad Fund.

- Developed 200+ fully integrated promotional calendars across 6 brand international portfolio resulting in 7.3% sales increase in 2013, 7.9% increase in 2014 and 6.5% increase in 2015
- Developed and tested over 100 innovative products across international portfolio Launched over 40 LTO's (Limited Time Offers) across international portfolio
- Developed social media strategy across portfolio and grew Cinnabon Facebook followers to 1.8MM in international markets
- Led new business development strategy and developed market prioritization model for new and existing markets
- Developed launch plan for entry into 15 new countries and opened 700 new restaurants across international portfolio

DINE BRANDS (IHOP)

January 2008 – January 2013

Executive Director of Marketing – Los Angeles, CA

Reported directly to CMO & President. Developed brand and product strategy for IHOP system. Responsible for planning and activating the annual product and marketing calendar. Responsible for conceptualizing, developing and executing marketing strategies and tactics for core menu, LTO's and key platforms. Managed Director of Marketing, 2 Sr. Brand Manager, Brand Manager, 5 R&D Managers and cross functional teams.

- Launched and activated annual product and marketing calendar from 2008 to 2013 that included 27 LTO's (limited-time-offers), 7 beverage promotions, 6 kids' promotions, 10 dinner promotions and 10 value promotions driving comp sales an average of 2.6% from 2008 to 2013
- Developed culinary strategy for promos and all LTO's and platforms including Dinner, Kid's, Beverages, Nutrition, and Core menu
- Key strategist in the development of new brand positioning, brand promise, target and communication strategy
- Developed 2-year product pipeline of 67 new items based on new brand positioning
- Strategic brand lead for development and launch of 8 IHOP Express and IHOP Café fast casual concepts expanding the IHOP footprint from traditional shops to non-traditional airports and universities
- Strategic brand lead for development and launch of 16 SKU's into 4,000 Wal-Mart locations and 6 national grocery retailers generating incremental revenue for the IHOP brand

BURGER KING CORPORATION

October 2006 – January 2008

Senior Product Manager – Miami, FL**DUNKIN BRANDS (DUNKIN DONUTS & BASKIN-ROBBINS)**

June 2000 – February 2005

Field Marketing Director, Europe, Middle East, Russia, India and Pakistan – Boston, MA**NESTLE USA**

June 1998 – June 2000

Marketing Associate Brand Manager, Beverage Division – Los Angeles, CA**BURGER KING CORPORATION**

May 1995 – June 1998

Senior Performance Analyst, Worldwide Marketing – Miami, FL**RYDER SYSTEMS, INC**

January 1993 – May 1995

Financial Analyst – Miami, FL**EDUCATION****THE UNIVERSITY OF MIAMI HERBERT SCHOOL OF BUSINESS** - Dual MBA – Marketing & Finance, GPA 3.9**TULANE UNIVERSITY** - BA – Economics, GPA 3.5**NORTHWESTERN KELLOGG SCHOOL OF MANAGEMENT** – Professional Certificate in Digital Marketing, expected June 2022**THE DALE CARNEGIE HUMAN RELATIONS & EFFECTIVE SPEAKING COURSE****CERTIFICATIONS****GOOGLE** - Google Ads certification, Google Analytics certification**HUBSPOT ACADEMY** – Content Marketing certification, Social Media certification, Email certification**SEMRUSH** - SEO Toolkit certification

COURSEA.ORG – Digital Marketing Certifications

-Marketing in a digital world and Digital marketing in theory - completed 6/2021

-Digital marketing analytics in practice – completed 7/2021

-Digital media & marketing strategies and Digital media and marketing principles – completed 8/2021

ADDITIONAL SKILLS & EXPERTISE

Marketing

Google Ads, Google Analytics, CRM (Insightly), Content Marketing, SEM Rush, Ecommerce (Shopify, Instagram & Facebook shops), Email Marketing (Active Campaign), Instagram, Facebook, Twitter, LinkedIn, Tik Tok, GSuite Management, Website Development, Wordpress

Restaurant Specific

Reputation Management (Yelp, Google, Facebook, Trip Advisor), Loyalty (Punchh), 3rd Party Delivery (Door Dash, Postmates, Uber Eats), Online Ordering (OLO, Chow Now), MomentFeed, Yext