

MARY BUSCH

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Epic Strategies | Springfield, MO Nov 2022 – Current

Advertising agency servicing e-commerce, B2B, and healthcare marketing sectors

Executive Vice President, Integrated Marketing Communications Responsible for delivering industry-leading and forward-thinking digital marketing at [epicstrategies.us](https://www.epicstrategies.us). Ensure a high-fidelity understanding of the client's goals, KPIs, and resource allocation to deliver profitably. Develop and deploy go-to-market strategies informed by clients' goals, data analytics, market trends, consumer insights, and the competitive landscape. Report to the COO. Manage and lead a customer success delivery team of eight across digital advertising, social media, brand identity, creative, SEO, and email marketing.

- Increased Shopify sales by +878% in 2023 while reducing cost per conversion by -56% for [rossellimac.es](https://www.rossellimac.es), an Apple Premium Partner retailer in Spain with 22 stores.
- Exceeded client's 4x ROAS goal by growing Google Ads ROAS from below 3x to 8x in 2023 for [shop.mgae.com](https://www.shop.mgae.com), toy manufacturer of brands like LOL Surprise! Dolls and Little Tikes.

WHYSDOM AdTech Agency | Springfield, MO Oct 2021 – Nov 2022

Start-up supplying audience identification & behavior segmentation for precise ad-targeting

CAMPAIGN INSIGHTS MANAGER Responsible for the measurement, optimization, and reporting of clients' digital ad campaigns.

- Built campaign metrics benchmark database, analyzed results, and crafted proof points.
- Led the copy and design re-launch of [whysdom.com](https://www.whysdom.com) to focus on proof points and USP.
- Engineered attribution measurement process and articulated strategy.

eCommerce Solutions, LLC | Remote March 2021 – Sept 2021

Multi-million dollar eCommerce business: [buyhappyfeet.com](https://www.buyhappyfeet.com), [thesnookishop.com](https://www.thesnookishop.com), [shoploungelegends.com](https://www.shoploungelegends.com)

CONSULTANT Consulted with CEO Pat Yates (2014 Shark Tank Winner) on branding, communications, and product pipeline for online footwear and apparel businesses.

- Led the launch of new apparel business in less than 12 weeks, including brand identity.
- Directed agency on A+ content for Amazon store page and product listing optimizations.
- Conducted 80/20 SKU analysis to identify product lines to either re-order or liquidate.
- Executed 12 campaigns across 6 months contributing to +35% footwear sales vs YAG.
- Helped develop and execute [BuyHappyFeet.com](https://www.BuyHappyFeet.com) website redesign to improve UX, site speed, SEO, and ADA compliance.

Melaleuca: The Wellness Company | Idaho Falls, ID Feb 2019 – Oct 2020

\$2 billion direct-to-consumer Health & Wellness company

VP MARKETING Coached and developed Personal Care marketing team of six. Led all marketing efforts including messaging, branding, P&L accountability, innovation, pricing, packaging, quality, and consumer research. Reported to President.

- Personal Care portfolio grew +50% January to October 2020 vs same period year ago on the strength of a new marketing campaign and new products (Plant-based Hand Sanitizer, Sweet Orange Odor Neutralizing Hand Soap, and Lemon Avocado Hand Soap).
- Introduced new strategic briefing process and trained others leading to more insightful and compelling consumer communications.
- Advanced consumer research know-how by introducing best-practices to validate consumer communications and new products.
- Built the case to invest in consumer research, prepared RFPs, onboarded a new research agency, and executed fifteen research projects leading to a fact-based, consumer-centric approach to making business decisions.

Blue Diamond Growers | Sacramento, CA Oct 2016 – Dec 2018

\$2 billion non-profit co-op known for Almond Breeze Almond Milk & Blue Diamond Almonds

DIRECTOR OF MARKETING Developed and implemented stage-gate process by collaborating with cross-functional team to create a system designed to flex with nimble culture allowing for speed and agility while ensuring sufficient rigor.

- In less than two years built a robust new products pipeline (including white space identification) leveraging research tools (e.g., brand stretch, concept testing, consumer co-creation) along with strategic brand tools (e.g., brand positioning, brand architecture, food guardrails) with a sales value forecasted to meet 5-year innovation goal.
- Identified and validated Blue Diamond Protein Powder, which launched 2019 on Amazon.
- Exceeded FY18 innovation budget by +65%. Year-two 2019 innovation volume was forecasted to over-deliver plan by +35%.

Spellbinders Paper Arts | Phoenix, AZ Jan 2015 – Sept 2016

Retail and eCommerce global supplier of cutting machines, tools, and dies for the craft industry

VP MARKETING Managed a team of four including agency relationships. Leader of brand strategy with P&L accountability, integrated campaigns, e-commerce, CRM, loyalty, influencers/bloggers, social media, SEO/SEM, and event marketing across all business-to-consumer channels. Reported to CEO.

- Transformed marketing organization and strategy to focus on digital advertising and growing e-commerce sales by re-platforming the website and employing a conversion funnel tech stack of SAAS tools.
- More than tripled e-comm sales in 2015 and nearly tripled sales again in 2016 growing from 1% to more than 4% of total company sales.
- Established monthly craft club to generate re-occurring revenue and engender loyalty.

PF Chang's Bistro | Scottsdale, AZ Jan 2014 – Jan 2015

900+ restaurant chain specializing in Asian cuisine with \$1 billion global sales

VP MARKETING Marketing leader with three direct reports. Leader of branding communications with P&L accountability, in-store merchandising, email, online presence, social media, promotions, market research, PR, and local store marketing. Reported to CMO.

- Summer 2014 Seasonal Menu digital campaign exceeded awareness and website traffic goals with 77% of clicks converting to on-line action.
- At 2.5% engagement, paid social's "Win Trip to Boston" delivered 2.5 x higher engagement than Facebook benchmark. Delivered 6x more Unique Visitors than goal and 2x sign-ups.

Kellogg Company | Battle Creek, MI Sept 2006 – Jan 2014

World's leading producer of name-brand cereal and snack foods with \$13 billion global sales

MARKETING DIRECTOR Progressed career from Sr Brand Manager to Marketing Director with last role reporting to SVP Marketing. P&L accountability and financial reporting. Developed strategic portfolio plans, brand identity systems, and communication campaigns for well-known brands like Special K Bars, Nutrigrain, Keebler, Kashi Bars, and Cheez-it. Led brand teams up to six.

- Created Nutrigrain's brand architecture and led the re-brand effort reversing sales declines.
- Protected Nutrigrain's market share by extending brand into growing granola segment with launch of Fruit & Oat Harvest achieving year-one distribution and sales goals.
- Extended Special K into new use occasion with the launch of Special K Cracker Chips, the largest cracker launch in Kellogg's history worth over \$80MM in year one, exceeding trial and repeat goals.
- As innovation lead, partnered with brand team to develop "Choose the Cheese" social media engagement for Cheez-It resulting in +7.7% sales lift.
- Led the sales rebound of Keebler Cookies based on deep dive analysis that uncovered sales softness due to innovation not sticking and degrading brand awareness. Took corrective action focusing ad messages on differentiated product attributes (e.g., Keebler's creamiest, smoothest fudge) and built the case to secure incremental marketing funds to grow awareness.

Dial / Henkel North America | Scottsdale, AZ July 1994 – Aug 2006

Producer of Dial Soap and Purex Laundry Detergent with North America's sales of \$2 billion

SR BRAND MANAGER Progressed career from Trade Marketing Analyst to Sr Brand Manager by developing new products and implementing marketing plans for Personal Care and Laundry brands. P&L accountability and financial reporting. Last role reported to Director of Marketing and led teams up to two.

- Identified emerging "for men" segment as a new opportunity and built the case for entry.
- Led the development of Dial for Men including positioning, packaging, and communication strategy. Year-one sales delivered over \$40MM, exceeding budget by \$10MM.
- Designed Personal Care's "few, bigger" new product strategy and established success metrics based on in-depth analysis of the category to determine sustainable trial and repeat rates.
- As innovation lead, collaborated with brand team to create Dial's master brand positioning that exceeded quantitative test success norms that led to successful "healthy skin, healthy you" campaign.

EDUCATION | CERTIFICATIONS | PROFESSIONAL DEVELOPMENT

Global M.B.A, Advertising ■ THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT ■ Arizona
Bachelor of Arts, Political Science ■ UNIVERSITY OF CALIFORNIA, IRVINE ■ California

Google Digital Marketing & Ecommerce Professional Certificate, Coursera
Google Advanced Analytics, Google Digital Academy
Google Tag Manager & AdWords, Google Digital Academy
Google AI-Powered Performance Ads Google Digital Academy
Google Offline Sales Google Digital Academy

AWARDS

W.K. Kellogg Values Team Award Nomination for "Simplifying the Cookie Portfolio"
Kellogg Innovation Star Team Award for the launch of Town House Flatbread Crisps
Two Liquid Dial Package Design Patent Awards
Dial's Marketing Excellence Award – Dial Hand Soap with Vitamin E Beads
Dial's Roadrunner Project Excellence Award – Dial Hand Soap with Vitamin E Beads
The Dial Corporation President's Award for achievement in Closest to the Customer

APPOINTMENTS

Trainor for Kellogg's Brand Building Curriculum
Member of Kellogg's & McKinsey's *Design to Value* Committee
Chairperson, Kellogg's Marketing Intern Committee
Co-Chair Executive Development Committee, *Women of Kellogg*
Trainor for Dial's Stage Gate process.
Founder and first chairperson of Dial's *Professional Women's Forum*
Thunderbird Campus President, *International Business Women*