MARY BUSCH

Brand Strategy and Integrated Marketing Executive

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Professional Summary

Results-driven marketing leader who combines consumer insights, analytics, and a financial mindset with creative marketing ideas to grow brands, increase sales, and improve profitability. Leads brand and portfolio strategy, innovation, and integrated marketing across CPG, food, health and wellness, retail, and ecommerce. Builds teams and aligns cross-functional partners around clear commercial priorities.

Core Expertise

Consumer Packaged Goods | Brand Strategy, Positioning, and Storytelling | Portfolio Management | Consumer Insights, Analytics, & Data Interpretation | Innovation and Commercialization | Integrated Campaigns | Ecommerce and DTC | Agentic Commerce | Paid Media | CRM and Loyalty | Social and Influencer Marketing | P&L Management | Agency Direction | Team Development

Accomplishment Highlights

Brand Growth and Innovation

- Kellogg: Led Special K Cracker Chips' launch, generating more than $80 million in first-year sales, the company's largest cracker launch, and exceeding trial and repeat goals.
- Dial/Henkel: Identified the men's grooming opportunity and led Dial for Men's positioning, packaging, and communications; first-year sales exceeded $40 million, $10 million above budget.
- Melaleuca: Grew the Personal Care portfolio 50% from January through October 2020 versus the same period a year earlier through a new campaign and new products.
- Kellogg: Created Nutri-Grain's brand architecture and led its rebranding to reverse sales declines; partnered on Cheez-It's "Choose the Cheese" program, delivering a 7.7% sales lift.

Ecommerce and Marketing Performance

- Anything Possible Brands: Grew FY2026 DTC sales 51% and Walmart.com sales 60% year over year through targeted advertising, incremental promotions, and the Shopify Plus migration.
- Helix Solutions: Increased an Apple Premium Partner retailer's Shopify sales 878% in 2023 while reducing cost per conversion 56%.
- Helix Solutions: Increased Google Ads ROAS from below 3x to 8x in 2023 for MGA Entertainment's online store, exceeding the client's 4x goal.
- Spellbinders: More than tripled ecommerce sales in 2015 and nearly tripled sales again in 2016, increasing ecommerce from 1% to more than 4% of company sales.

Profitability and Customer Experience

- Anything Possible Brands: Analyzed Amazon FBA and FBM economics and led the exit from loss-making FBA operations, improving total Amazon gross profit margin from 21% in FY25 to 41% in FY26—a 20-percentage-point gain—through SKU-level profitability analysis, assortment and fulfillment decisions, and disciplined promotional and advertising investment.
- Anything Possible Brands: Led the WooCommerce-to-Shopify Plus migration, overseeing agency selection, content, execution, and launch; improved conversion rate 33%.

Strategic Leadership and Organizational Impact

- Anything Possible Brands: Built a three-year ecommerce growth strategy with channel-level financial forecasts, investment priorities, and an execution roadmap that secured board alignment.
- Helix Solutions: Standardized agency operations with 23 project workflow templates, eight creative and campaign briefs, and digital advertising onboarding processes to improve team efficiency and execution consistency.
- Blue Diamond Growers: Established a cross-functional stage-gate innovation process and a research-led product pipeline, linking consumer opportunity identification to financial forecasts and commercialization priorities.

Professional Experience

Anything Possible Brands – Makers of Profishiency and Kid Casters, disruptor brands in the fishing gear industry
Senior Marketing Director | Springfield, MO | Feb 2025–Oct 2026

Report to the CEO and lead a two-person marketing team. Own brand messaging, campaigns, and digital initiatives across retail, Amazon, Walmart.com, and DTC.

- Established Profishiency's brand style guide and consumer-tested tagline; directed agencies on an integrated content foundation including CGI videos and lifestyle photography.

Helix Solutions – Digital advertising and web development agency providing e-commerce solutions
Executive Vice President of Integrated Marketing Communications | Remote | Nov 2022–Feb 2025

Reported to the COO and led an eight-person team across advertising, social, brand identity, creative, SEO, and email. Built go-to-market strategies around client objectives, analytics, consumer insights, and profitable resource allocation.

WHYSDOM AdTech Agency – Start-up supplying audience identification & behavior segmentation for precise ad-targeting
Campaign Insights Manager | Springfield, MO | Oct 2021–Nov 2022

Led digital campaign measurement, optimization, and reporting. Built a campaign benchmark database and attribution measurement process; relaunched website copy and design around the brand's differentiators.

eCommerce Solutions LLC – Multi-million dollar eCommerce business: buyhappyfeet.com
Consultant | Remote | Mar 2021–Sep 2021

Advised the CEO on branding and product pipelines for footwear and apparel. Launched an apparel business in less than 12 weeks; executed 12 campaigns over six months, contributing to 35% year-over-year footwear sales growth.

- Directed Amazon A+ content and listing improvements, analyzed SKU priorities, and supported a website redesign for user experience, speed, SEO, and ADA compliance.

Melaleuca The Wellness Company – $2 billion direct-to-consumer Health & Wellness company
Vice President of Marketing | Idaho Falls, ID | Feb 2019–Oct 2020

Reported to the President and led a six-person Personal Care marketing team. Held P&L accountability across messaging, branding, innovation, pricing, packaging, quality, and consumer research.

- Introduced strategic creative briefs and research best practices; secured research investment, selected an agency, and executed 15 studies to inform communications and new products.

Blue Diamond Growers – $2 billion non-profit co-op known for Almond Breeze Almond Milk & Blue Diamond Almonds
Director of Marketing | Sacramento, CA | Oct 2016–Dec 2018

Established a cross-functional innovation stage-gate process balancing rigor with speed. Built a research-informed product pipeline with a sales value forecast to meet the five-year innovation goal.

- Identified and validated Blue Diamond Protein Powder, launched on Amazon in 2019; applied brand positioning, architecture, concept testing, and consumer co-creation to new opportunities.

Spellbinders Paper Arts – Retail and eCommerce global supplier of cutting machines, tools, and dies for the craft industry
Vice President of Marketing | Phoenix, AZ | Jan 2015–Sep 2016

Reported to the CEO, led a four-person team and agencies, and owned brand strategy and P&L performance. Directed integrated campaigns, ecommerce, CRM, loyalty, influencers, social, SEO/SEM, and events.

- Re-platformed the website and introduced tools to improve the conversion funnel; established a monthly craft club to generate recurring revenue and encourage loyalty.

P F Chang's Bistro – 900+ restaurant chain specializing in Asian cuisine with $1 billion global sales
Vice President of Marketing | Scottsdale, AZ | Jan 2014–Jan 2015

Reported to the CMO and led three direct reports. Owned brand communications, P&L accountability, in-store merchandising, email, online presence, social, promotions, research, PR, and local store marketing.

- The summer 2014 menu campaign exceeded awareness and traffic goals, with 77% of clicks converting to online action. A paid social campaign delivered 2.5% engagement, six times the visitor goal, and twice the sign-up goal.

Kellogg Company – World's leading producer of name-brand cereal and snack foods with $13 billion global sales
Marketing Director | Battle Creek, MI | Sep 2006–Jan 2014

Progressed from Senior Brand Manager to Marketing Director, leading teams of up to six and agencies with P&L and financial reporting accountability. Directed portfolio plans, brand identity, and campaigns for Special K, Nutri-Grain, Keebler, Kashi Bars, and Cheez-It.

- Led Keebler Cookies' sales rebound through performance analysis, differentiated advertising, and incremental awareness investment. Extended Nutri-Grain into granola with Fruit Crunch, meeting first-year distribution and sales goals.

Dial and Henkel North America – Producer of Dial Soap and Purex with North America's sales of $2 billion
Senior Brand Manager | Scottsdale, AZ | Jul 1994–Aug 2006

Progressed from Trade Marketing Analyst to Senior Brand Manager, leading agencies and teams of up to two. Owned new product development, marketing plans, P&L performance, and financial reporting for Personal Care and Laundry brands.

- Established a focused innovation strategy and trial-and-repeat success measures; partnered on Dial's master-brand positioning that informed the "healthy skin, healthy you" campaign.

Education

Global MBA, Advertising | Thunderbird School of Global Management, Arizona

Bachelor of Arts, Political Science | University of California, Irvine

Certifications and Professional Development

Google Digital Marketing and Ecommerce Professional Certificate, Coursera

Google Digital Academy: Advanced Analytics; Tag Manager and AdWords; AI-Powered Performance Ads; Offline Sales

Technologies

Shopify Plus, Amazon Seller Central, Walmart Supplier One, Walmart Connect, NetSuite, SPS Commerce, Asana, Circana, Nielsen, Google Ads, Meta Ads Manager, GA4, Google Tag Manager, Google Merchant Center, Siimpli.fi DSP, AdRoll, Google's Data Studio, ChatGPT, Klaviyo, Bazaarvoice, Qualtrics, Helium 10, Stage-Gate, MS 360, Excel, Word, PowerPoint, Canva, Adobe Express, Hootsuite, SEMRush, and Google Search Console

Awards and Recognition

Kellogg Innovation Star Team Award, Town House Flatbread Crisps; W.K. Kellogg Values Team Award nomination, Simplifying the Cookie Portfolio; two Liquid Dial package design patent awards; Dial Marketing Excellence and Roadrunner Project Excellence awards, Hand Soap with Vitamin E Beads; Dial President's Award, Closest to the Customer.

Leadership and Professional Appointments

Trainer for Kellogg's Brand Building Curriculum and Dial's Stage Gate process; member of Kellogg and McKinsey's Design to Value Committee; chair of Kellogg's Marketing Intern Committee; co-chair of the Women of Kellogg Executive Development Committee; founder and first chair of Dial's Professional Women's Forum; Thunderbird campus president, International Business Women.