

Rachelle Mesheau

415-405-6072 / rmesheau@gmail.com / www.linkedin.com/in/rmesheau

Professional Summary

Marketing and communications professional with extensive national and regional marketing and management expertise. Brand strategist, analyzing performance and identifying market conditions and opportunities for long-term growth. Exceptional collaborator, leading internal and external teams on consistent brand positioning. Pro-actively identifies needs and implements solutions, simultaneously managing complex priorities and projects in a fast-paced environment. Core strengths include:

- Brand strategy and budget development
- Digital marketing/SEO/social media expertise
- Integrated marketing plan creation/execution
- Cross-functional collaboration
- Brand performance and competition analysis
- Experiential event strategy/execution

Professional Experience

Freelance Marketing Consultant, Santa Rosa, CA

2016 – Present

Create and manage business marketing strategies with goal of achieving long-term growth and profitability. Engagements include: Pennyroyal Design, Berlin Vineyards, Roke House, Moon Mountain District Winegrowers Association.

Hamel Family Wines, Sonoma, CA

2016 – 2019

Director of Marketing

Developed and implemented all direct-to-consumer brand strategies with a heavy focus on digital communications, sales and member retention within rigorous budget constraints. 1 direct report.

- Created and launched “Allocation” wine packaging, collateral design, communications – both digital and traditional – and educational instructions for tasting room staff, averaging \$200,000.00 in sales during each promotion.
- Increased brand awareness through SEO tactics, content updates across multiple search-related sites as well as tourism and partner sites. Achieved 42% increase in online traffic and converted digital exposure to leads 30% more than previous year.
- Developed social media strategy and re-launched Hamel’s social channels with improved direct-to-consumer communication and response time, increasing social followers 75% and website traffic from social followers over 300%.
 - Focused on increasing Wine Club Member social followers in order to remain top of mind and increase sales between club shipments. Through varying communication tools and direct engagement, Wine Club Member followers increased from 2% to 40% in the first year of implementation, while member sales between club shipments rose.
- Wrote, designed, managed and executed over 50 philanthropic efforts raising more than \$2.5 million for varying causes.
 - Managed communications for wildfire relief fund raiser, launching event in under two weeks and raising over \$1 million. Increased both website referral traffic and direct traffic more than 80%.

Francis Ford Coppola Winery, Geyserville, CA

2014 – 2016

Senior Brand Manager

Developed strategic consumer marketing initiatives for Diamond Collection, Director’s, and Director’s Cut brands. Focused on achieving long-term growth and profitability goals. 1 direct report, monitored \$4+ million budget.

- Achieved 21% sales increase in year 1 and double-digit growth in year 2 for legacy brand. Strategically chose marketing tactics that gain brand exposure over new competitive wine brands.
 - Gained highest amount of exposure relationship-building with external suppliers using analytics and insider tactics. Added 20% more unpaid advertising and 168 million impressions to marketing plan.
 - Implemented digital strategy coinciding with outdoor marketing campaign. Increased website traffic 32%, targeted brand page visits 1,000+% and time spent on website 98%.
 - Collaborated with sales team prior to marketing plan launch. Created impact with distributors and retailers with market-specific presentations. Gained 4,500 new points of distribution.
- Analyzed POS plan and identified changes for second round. Initial plan increased sales 7% and revised plan increased sales 26%. Added call-to-action with second POS plan.
- Collaborated with operations and design team, successfully launching new film-related wine packaging. Delivered on time and on budget, despite complex quality control and approval process with Technicolor, Universal Studios, internal legal team and TTB.
- Created inviting and unique event space attracting new consumers. Engaged with thousands of consumers and made 1 million impressions at 25 off-site wine-related events.
- Worked cross-functionally with all levels. Achieved full participation and consistent annual marketing plan execution. Collaborated with direct-to-consumer, winemaking, sales, wholesale and operations teams.

terra20, Ottawa, ON, Canada

2012 – 2014

Director of Marketing

Built and implemented marketing strategies for start-up lifestyle retail brand focused on health and sustainability. Launched 12,000 premium products in-store and online.

- Developed and executed 1st and 2nd year marketing strategy and sales forecast launching new retailer. Achieved over \$1 million in sales during first 4 months of operation.
- Created grand opening buzz with strategically chosen paid and unpaid media tactics. Exceeded sales goals.
- Integrated direct-to-consumer campaign using research strategies driving content. Achieved 70% lift in purchase quantity and 40% repeat in-store visits from email subscribers. Increased website traffic 16%, Facebook likes 300%, email sign-ups 60% and online engagement reached 7.38% vs industry average 0.97%.
- Doubled sales on featured brands educating consumers through experiential initiatives.

Giant Tiger Stores Ltd., Ottawa, ON, Canada

2006 – 2012

Advertising Manager

Managed internal and external marketing and communications efforts for billion-dollar, 200+ store discount retail chain. 11 direct reports and monitored \$2.5+ million budget.

- Optimized flyer distribution through market cluster segmentation analysis, redirecting \$700k toward new marketing initiatives. Modifications increased basket size 12%.
- Increased consumer reach and reduced annual marketing costs by \$980k using strong negotiating and relationship-building tactics with external suppliers.
- Doubled Facebook fan base and increased consumer email database by 58% in one month using a cause-marketing campaign, tapping into consumers' emotional side.
- Implemented regionalized radio campaign satisfying market-specific challenges. Increased brand share of mind by national average of 11pts.

Marketing and Communications Agency Experience

1998 – 2006

Gordon Group, Ottawa, ON, Canada (2004 – 2006)

Storm Communications, Ottawa, ON, Canada (2002 – 2004)

Acme Advertising Inc., Ottawa, ON, Canada (2000 – 2002)

Hawk Communications, Moncton, NB, Canada (1998 – 2000)

Production and Quality Manager

Led 20+ internal and external designers, photographers, illustrators, writers and web specialists in all stages of varying job demands. Tracked and monitored all internal and external production for full-service marketing communications agency.

- Increased revenue with new business through trust, error-free collateral and timely project delivery.
- Collaborated with government agencies on installation of 1,000-panel display in Canadian War Museum.
- Launched and managed new digital asset management system, adding value and agency differentiation.

Education and Professional Development

Bachelors – Graphic Design and Communications

Collège Communautaire du Nouveau-Brunswick Dieppe, Canada

Software, Analytics & Digital Advertising Systems Proficiency

Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office (Outlook, Word, Excel, PowerPoint), WineDirect, MailChimp, Nielsen, PRIZM Cluster Segmentation, Google Analytics, AdWords/PPC, Social (Instagram, Twitter, Facebook)

Wine Certifications

- Level 2 Award in Wine & Spirits – Wine & Spirit Education Trust, Vendange Institute (WSET)
- Wine Appreciation (Tasting, Grape Varieties and Food & Wine Matching) – Algonquin College

Marketing Certifications

- Copywriting: Write to Sell – Udemy
- Google Analytics Advanced Training – Udemy
- Digital Marketing (Market Research, WordPress, Search Engine Optimization, YouTube, Facebook/Advertising, Instagram, Twitter, Pinterest, LinkedIn, Google Adwords/Advertising, Google Analytics, App Marketing – Udemy)

Management Certifications

- Talk So People Listen CPE Accreditation and Certification – Speakeasy Inc.
- Influencing for Results Management | Negotiating to Win Management – Dale Carnegie
- Leadership & Management – Dale Carnegie