

ANN M. ZIEGLER

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BRANDING BADASS

Major Marketing and Leadership Chops Included

If you are courageously exploring igniting your marketing program, read on. When it comes to strategy, research, analytics, concept, and execution that positively impact the bottomline, I don't take prisoners. I eat them for lunch. I'm a stickler for clean and consistent branding, but absolutely demand breaking the rules. I shamelessly groom my team to emulate my passion for the brand. Seem too good to be true? I can back it up. Keep reading. If your branding efforts need what you see, give me a jingle.

ACCOMPLISHMENTS

- Seize unexplored opportunities and simplify complex marketing challenges inspiring only the boldest business decisions.
- Energized Badger Meter image as the leader in technology and sustainably while garnering industry and creative accolades three years running.
- Forged a single ad that netted a \$10 million sales contract.
- Maximized internal and external community outreach for Johnson Controls diversity initiatives. Nominee for "Chairman's Award for Excellence in Customer Satisfaction."
- Engineered a CPG campaign leveraging a CBS "Survivor" national licensing agreement and achieved 100% planned sales goals four weeks before the end of selling cycle.
- Masterminded a digital strategy that increased monthly sales from \$25,000 to \$3 million in only two months.
- Exploded design firm billings by 35% in two years.
- Sent a social media program into orbit, achieving 882% two-year organic audience growth and increased audience engagement by 100%.
- Streamlined marketing documentation processes by establishing SharePoint tools for project and time management, graphic resources, scheduling, and budgets.

How do you like me now?

WORK EXPERIENCE

The A.M. Ziegler Project

Principal
10 years

The Art Institute of Wisconsin

Adjunct Professor,
Advertising
2.5 years

Badger Meter

Global Communications
Manager
4 years

Rockwell Automation

Integrated Marketing
Manager
3 years

GS Design

Marketing and Web
Development Director
3 years

VALEO

Advertising Director
3 years

Johnson Controls

Corporate
Communications
Consultant
5 years

Marketing Communications
Team Leader
4 years

Advertising Assistant
3 years