

# Michael R. Bergeron

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Successful, proven, advertising/marketing/communications professional with an acumen for business, entrepreneurial experience, and a history of combining traditional and digital channels to structure successful communication efforts on behalf of employers and clients.

## Profile

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- 10 years, Corporate Marketing Director
- President, Tri-Media, Advertising, Marketing & Public Relations
- Award-winning artist, creative writer, graphic designer, photographer and videographer
- Digital experience including, website development, email marketing, YouTube channel development, SEO, SEM, Google Analytics, digital media placement

New business developer with ability to identify opportunities, approach top executives, make powerful presentations and close contracts.

Concept-to-completion specialist bringing projects from research through creation, implementation, and evaluation.

Multi-tasking team leader able to simultaneously complete in-house work while managing vendors and contractors to assure all projects completed on time, on budget, and up to standards.

Creative Visionary, blending creative messaging for traditional a digital media for effective customer engagement.

## Career History

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### Owner/President

Tri-Media, Advertising, Marketing, Public Relations  
Falmouth, ME and St. Augustine, FL. 1991 - 2010, 2015- current

Successfully provide attentive, high-quality advertising and marketing services to a select list of regional clients. Grew one-man-shop from start up to \$1 million in annual revenue.

- Establish and manage new business accounts
- Formulate strategic marketing plans and budgets
- Prepare and present client proposals
- Research
- Traditional and digital media planing and media buying
- Art direction and graphic communications for newspaper, magazine, digital, POS, collateral, and direct response advertising
- Copywriting for print, digital radio and television, including script development and storyboards
- Production for radio, television and video, scouting locations, hiring shooting crews, auditioning talent, working closely with editors to assure final product, distributing dupes to media outlets
- Management of special events and conferences; creation of press releases, media relations

- Digital customer engagement, websites, SEO, SEM, email marketing, social media, analytics
- All billing and accounting

### Key accounts include:

AAA of Northern New England, Saddleback Maine Ski Resort, Hancock Lumber, Scarborough Downs Harness Racing, O'Donal's Nurseries, Adaptive Equipment Loan Program, Cheverus High School, Brown Pontiac Buick Suzuki, Rangeley Lakes Chamber of Commerce, St. Augustine Seafood Festival, Stone Plus, Blue Rock Stone Center, Western Maine Region Chamber of Commerce, Maine Tourism Partnership Program.

### Experience by category:

Automotive	Home Improvement
Jewelry	Retail
Marine/Fishing	Travel/Tourism
Leisure/Recreation	Legal/Medical
Media/Program	Garden/Landscape
Education	Political

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## Advertising/Marketing Director, Lee Auto Group Westbrook and Auburn, Maine 1989 - 1991

The LEE Vanity Plate Logo was developed into a corporate identity package used at all the dealerships. LEE plates were on all the inventory; demonstrators, loaners, and rentals. In markets where the group has dealerships, LEE plates are all over town. Other dealers look numeric in comparison.

- Developed and executed corporate identity campaign unifying thirteen nameplates across four dealerships forming two of the largest Auto Malls in Maine.
- Directed \$850,000 budget promoting dealer group through traditional and digital channels.
- Negotiated all media and vendor contracts.
- Wrote, created and produced all advertising and marketing materials.
- Conducted focus groups, media focus groups, mystery shopper program, and analysis of dealer cross-sell reports.
- Reported to the owner as well as various dealership managers to address individual projects.

## Advertising/Marketing Director, G.M. Pollack & Sons Jewelers Portland, Maine 1985 - 1989

Moved this position from orchestrating freelance vendors to director of an in-house agency. By building a true, in-house agency, creative control was optimized, response time was cut from weeks to days, and expenditures for outside services were cut from \$120,000/yr. to \$20,000.

- Reduced production and management expenses by 80%.
- Implemented new branding guidelines to reposition G.M. Pollack & Son's as a event-oriented, fine jeweler.
- Responded to the needs of the owner and thirteen store managers.
- Duties required serious multi-tasking to handle the planning, buying and production for digital and traditional media, in-store POS theme guidelines, and seasonal flyers.
- Established credit statement advertising program including our own ads and solicited vendor advertising to recover the entire cost of monthly statement mailers.

## Entrepreneurial Experience

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**Owner, South Shore Skate Shop**, Hingham, MA., 2010 - 2013 Operated high-end skateboard shop, selling all types of skateboards and equipment, as well as apparel & custom-made boards. Skate in various demonstrations, give lessons and host skateboard-themed birthday parties. Designed and built-out store, Managed all day-to-day operations.

**Owner, Reel Love Sport Fishing Charters**, New England, Florida, 2005 - 2012 Run sport fishing vessels out as far as 100 miles offshore. Fish private charter and tournaments. Provide in-water demos for boat dealers. Private instruction in vessel operation and fishing techniques.

**Producer/Host - Hooked-up Radio**, St. Augustine, Florida, 2006-2008 "Broadcasting with the emphasis on Casting". The show focused on issues related to fishing and boating. Topics such as new legislation, over development, loss of access, pollution, and endangered species programs were addressed by various experts and guests. Negotiated and purchased air time, compiled and wrote content, scheduled guests, sold sponsorships and produced ads.

**Writer, Maine Sportsman**, Yarmouth, Maine, 1985-1992, Wrote monthly column covering hunting and fishing opportunities in Southern Maine. Illustrated for other writers.

