

# MICHAEL BERGERON

ADVERTISING • COMMUNICATIONS • FISHING

## Catch The Big Ones!

Big ideas catch big fish. Winning Captain shares creative strategies to lure more customers.

## Design, Cast, Reel, Hook, Land, Weigh.

Bringing projects from research through creation, production, implementation, and evaluation.

## Captain The Crew.

Master the wheel-house while managing vendors and contractors to hit the dock on time and budget.

## No Fishing!

- 10 years as Corporate Marketing Director
- 19 years as President, Tri-Media Advertising



Get More Online.  
mbcadv.com

## Teach A Man To Fish.

Owner/President  
Tri-Media, Advertising & Communications  
1991 - 2010, 2015 - Present

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



Key accounts include:  
AAA of Northern New England,  
Saddleback Maine Ski Resort, Hancock Lumber,  
Scarborough Downs, O'Donal's Nurseries, Cheverus High School,  
Brown Auto, Rangeley Lakes Chamber of Commerce, Western Maine Region Chamber of Commerce, Maine Tourism Partnership Program, Blue Rock Industries.

## Catch & Release

Advertising/Marketing Director  
Lee Auto Group

Portland and Auburn, Maine 1989-1991



Responsible for every aspect of marketing for a large auto dealer group. Unified thirteen nameplates across four dealerships forming two of the largest auto malls in Maine. Encouraged new legislation that allowed auto dealers to have vanity license plates. Developed the LEE vanity plate logo into a corporate identity package used at all dealerships effectively preventing other dealerships from utilizing vanity plates. Initiated mystery shopper program, conducted focus groups and dealer cross-sell evaluations.

- Developed and executed corporate identity campaign unifying thirteen nameplates across four dealerships forming two of the largest auto malls in Maine.
- \$850,000 budget for local newspaper, television, radio, direct-mail and digital.
- Negotiated all media and vendor contracts.
- Wrote, created and produced all advertising and marketing materials.
- Implemented research programs including focus groups, mystery shopper program, and analysis of dealer cross-sell reports.

Advertising/Marketing Director  
G.M. Pollack & Son's Jewelers

13 Stores throughout New England 1985-1989

- Created in-house agency reducing production and management expenses by 80%
- Implemented new branding guidelines to reposition the stores.
- Responded to the needs of the owner and thirteen store managers.
- Planning, buying and production for traditional and digital media, POS theme guidelines, and seasonal flyers.
- Established credit statement advertising program to cover the cost of monthly statement mailers.

## Reel & Roll

Owner/Captain, Reel Love Sport Fishing Charters, St. Augustine, Florida - Ran sport fishing vessels for private charter and tournaments. Provided in-water demos for boat dealers, and private instruction in vessel operation and fishing techniques.



Producer/Host - Hooked-Up Radio, St. Augustine, Florida - "Broadcasting with the Emphasis on Casting." The host and guests discussed news topics of interest to fishermen and boaters. Negotiated air time, compiled and wrote content, scheduled guests, sold sponsorships and produced commercials.

Columnist, Maine Sportsman, Yarmouth, Maine - For ten years, wrote a monthly column covering hunting and fishing in Maine. Illustrated for other writers.

Owner, South Shore Skate Shop, Hingham, MA. - Sold skateboards, longboards, equipment, apparel and custom-made boards. Skated in demonstrations, gave lessons and packaged skateboard-themed birthday parties. Designed and built-out store. Managed all day-to-day operations. Annual sales \$200,000.



"Mr. Bergeron took us from the best kept secret in town to the Number One Retail Nursery in New England."  
Judy Johnson, President, O'Donal's Nurseries

"Mike developed marketing plans that helped us secure several Tourism Partnership Grants—all of which generated food and lodging taxes in excess of the grants."  
Evelyn McAllister, Director, Rangeley Lakes Region Chamber of Commerce

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