

Ronnie Bell

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Headline

“Team Leader & Brand Builder”. Senior leader on a 40+ team; bringing transferable skills useful in collaborative and dynamic environments:

- Ability to inspire the team in trying times, or direct the team if down to the wire
- Patience to listen and encourage the team to foster loyalty and development, critical thinking to pioneer new ideas
- Communication skills to present to leadership, or translate high level vision across team through a collaborative approach
- Adaptability to navigate challenges, passion-fuelled spirit to rally the team during challenges

Experience

Target Canada

SR. MANAGER, MARKETING (HEAD OF BRAND & STRATEGIC PRIORITIES)

JULY 2013 – CURRENT

- Led Target Brand marketing through a team of 3 seasoned marketers.
- Designed and executed programs addressing key Canadian priorities, including enhancing the “Expect More. Pay Less.” brand promise, building guest experience and advocacy programs, and bolstering Target's comprehensive brand reputation
- Drove traffic, sales, and deepened loyalty through a series of test & learn initiatives designed to garner quick metrics for rapid scalability, and longer-term strategic planning (campaigns included: Happy Days TV creative, 10/10 market tests, #ThankFALL, and Brand Amplification Social strategy)
- Restructured and managed Target's Brand Marketing team to drive key corporate priorities:
 - Brand Loyalty (REDcard, Giftcards, Non-Tender Loyalty)
 - Brand Reputation & Partnerships (Community Relations, Corporate Social Responsibility, Sustainability, Employment Brand, Sponsorships, Partnerships, Grand Opening, Mall Marketing)
 - Brand Activation (Strategic Priorities, Promotions, Master Brand, Value)
- Leadership upward feedback score of 94% (highest rating in Marketing Department)
- Annual review score of 89% (+2% vs. YA, top 3 rating across Marketing Department)

Target Canada

MANAGER, MARKETING (GRAND OPENING AND BRAND)

MAY 2012 – JULY 2013

- Managed the overarching strategic framework for Target Canada's first unique, first bilingual, \$18MM multi-channel campaign
- Championed a 30+ member cross-functional team through a multi-channel, 9 month campaign, effectively ensuring Target's first impression created unprecedented affinity and hype:
 - Developed TV/Social launch strategy on Oscars night, causing Target to trend globally
 - Led concept through production of a :60s TV bilingual launch spot shot across Canada in 70% less time than standard timelines mandated
 - TV spot named Canada's 6th most viral commercial of 2013
 - Negotiated and re-mastered the first licensed use of Mr. Rogers iconic song "Won't You Be My Neighbour" with Canadian band Dragonette; briefed Quebec band Alfa Rococo to create a net new track exclusively for Target
 - Developed high-impact marcom by commissioning Canadian artist Marcos Chin to develop 10 unique Provincial illustrations in which Target stores opened; creative leveraged across OOH, Print, Digital, Social, and Event collateral
 - Leveraged drive to stores channels (Radio, Flyer, DM) in collaboration with Malls to drive incremental mall traffic post-Grand Opening media
- Created Target's first Mall Marketing program, generating over \$500K in value-added media.
- Led Target's first Value campaign coined "Weekly Wow" to mitigate concerns of price perceptions post-launch. Campaign Print, Digital, Flyer, and Radio integration (33 radio productions over a 3 month period) supporting products procured through close partnership with Merchants
- Managed team member responsible for storewide branding (lifestyle signage, Price Match Guarantee evolution, and all branded launch collateral)

General Mills

ASSOCIATE MARKETING MANAGER (FIBRE 1 BARS, SALTY SNACKS, & SGC)

JUNE 2011 – MAY 2012

- Oversaw \$11.3MM as team budget lead, provided executive summaries on spend and ideas for remaining dollars
- Managed the Fibre 1 portfolio by initiating gap closure projects as required, including the launch of 9 strategic grown channel products
- Led idea generation and execution of the single biggest new product launch plan in the history of the Snacks Business Unit
- Managed the day-to-day campaign execution, business tracking and analysis, and product reformulation projects on 3 brands
- Successfully sold-in an incremental Salty Snack business to leaders and customers, bringing back iconic Bugles and Chex Mix
- Led the development of a Total Snacks channel strategy (Costco, OOH, Gas & Convenience)

American Express

ASSISTANT MARKETING MANAGER (ACQUISITION)

SEPTEMBER 2010 – JUNE 2011

- Managed the OBTM acquisition channel (3 vendors, 80 personnel) for AMEX Insurance and was the Compliance lead for Canada.
- Drove targeting and segmentation improvements, garnering a 3x increase in sales and improving customer experience metrics

General Mills

ASSOCIATE MARKETING MANAGER (CHILD CEREALS)

JUNE 2009 – MAY 2010

- Effectively managed a \$4.4 million consumer budget across 7 brands within portfolio.
- Over-delivered fiscal volume & profit goals; awarded Outstanding Business Results (posted +33% baseline growth on establish business).
- Led Canadian-specific research to unlock growth in Quebec; campaign received top honours within General Mills Inc. (Presidents Award).
- Led the development and execution of all advertising touch points, packaging projects, consumer promotions, margin improvement, and product reformulation projects.
- Analyzed and adapted strategies based on brand performance tracking (MarketTrack & DecisionSmart).

Leadership

- Mentor (Target Canada)
- Mentor (Wilfrid Laurier University, MBA Program)
- Plan To Win – Internal Strategy Committee (General Mills Canada Corporation)
- Vice President – Academics (Wilfrid Laurier University, MBA Student's Association)
- Vice President – Administration and Finance (University of Waterloo, Science Society)
- Student Director (University of Waterloo, Science Undergraduate Committee)
- Board of Directors (University of Waterloo, Science Clubs)
- Undergraduate Teaching Assistant (University of Waterloo, Department of Biology)
- Frosh Week Orientation Leader (University of Waterloo, Science Orientation Committee)
- Head Coach/Manager (National Training Rinks, Town of Markham, Town of Richmond Hill)

Education

Master of Business Administration (MBA), Co-op option, Marketing Specialization

Wilfrid Laurier University, 2007 – 2009

- Awards: WLU Graduate Scholarship, McNeil Consumer Products Graduate Scholarship
- Merits: 1st place in WLU MBA case study competition; 3.9 GPA
- Experience: PwC (IT Strategy Consultant), Imperial Oil (Project Manager, Supply Chain), MBA Research Project (Flannagan Foods)

Honours Bachelor of Science (Hons. BSc)

University of Waterloo, 2003 – 2007

- Degree Honours: Dean's Honour List, 90.1% average

Recognition

Target Canada

- 2014 LEADership Academy – Graduate (inaugural class of Target's proprietary training program for future Director+ leadership)
- 2013 Corporate Values Award – Innovation (recognized at Canadian National Meeting)
- 2013 Corporate Values Award – Team Collaboration (recognized at Canadian National Meeting)

General Mills

- 2010 President's Award recipient (General Mill's highest award and recognition)
- 2010 Outstanding Business Results recipient (recognized at Canadian HQ)

Passions

- Coaching – Seasoned coach & mentor (pre-school to draft-caliber hockey skills, advanced microbiology, and MBA candidates)
- Music – Passionate performer and listener of music (performed clarinet with a nationally placed concert band, self-taught on guitar)
- Fitness – Enthusiastic about health & wellness (crossfit and mountain biking)