**Ellen R. Werther Director of Public Relations and Marketing**

*212.980.4499*• *917.403.3383* • *ellen@ellenink.com New York, NY*• *10022*

Entrepreneurial and innovative executive with extensive public relations and marketing experience within highly diverse and competitive markets. Clients include a variety of health, wellness and consumer products, entertainment, fashion and corporate entities. Analytical professional skilled in successfully navigating corporations large and small through periods of enhanced growth. Collaborative communicator with exceptional interpersonal skills focused on creating relationships and promoting cooperation across business lines and global units to drive positive change and comprehensive business approaches for increased profitability. *Areas of Expertise include:*

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| * Media Relations | * Marketing & Communications | * Brand Awareness |
| * Message Development | * Brand Architect & Strategist | * Project Management |
| * Cross-Functional Team Building | * Collateral Materials | * International Expansion |

*Professional Highlights include:*

* Created “swarms” of B-Fly Bladers to announce the launch of Microsoft’s MSN nationwide, which included recruiting, outfitting and deploying MSN Butterfly-costumed roller-bladers bearing branded placards and collateral. The Bladers buzzed New York’s media outlets, resulting in “on the couch” talk on the Today show, as well as multiple media placements.
* Wrote and developed collateral materials to reach key audiences in vertical categories; edited technical documents to be “consumer-friendly; produced media training manuals and guides.
* Introduced worldwide bestseller, “The Wonder Weeks,” and its author to US audiences.
* Grew BIOTA brand to the #3 product in the Hair Growth category and #1 selling shampoo (IRI, 52 Week, Food, Drug and Mass).
* Proven track record with the media, including articles in *The Wall Street Journal, The New York Times*, CBS Early Show, Today Show, Good Morning America, New York Magazine, et al.
* As an independent consultant, integrated with established teams to ensure confluence.

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| **Experience & Notable Contributions** |

**BIOTA INTERNATIONAL LLC** • New York, NY • 2012 – Present

**Director of Brand Management/Director of Public Relations and Marketing Communications**

Developing and implementing U.S. marketing strategies including marketing communications programs and public relations activities designed to reach both external and internal audiences. Creating new umbrella branding strategy and managing and redesigning packaging for two core brand collections and website; leading development and implementation of support materials and services across all platforms of marketing, communications and public relations; collaborating with international and domestic third parties including sales and advertising; executing new product development and launch to market from concept to finish including *Conditioner and Daily Foaming Serum* – both exclusive to U.S. market; developing and launching *BIOTA Botanicals Proactive Herbal Care*, a 10 SKU line, to broaden brand appeal to younger consumer; and leading development of direct to consumer website including writing all copy, art direction and optimization.

**Key Accomplishments:**

* Fastest growing product in its market segment and fastest growing brand in its category.
* Executing international expansion including brand launching, regulatory approval and logistics in Canada and Latin America.

**INDEPENDENT CONSULTANT** • Various Locations and Dates

Implemented strategic program development for nonprofit and consumer education program as well as national consumer brands; drafting press and collateral materials, pitching and landing analyst meetings, creating news opportunities and garnering publicity.

**Nonprofit and Consumer Education Clients**:

American College of Cardiology, The Wonder Weeks, Personal Care Council Foundation (formerly the Cosmetic, Toiletry and Fragrance Association Foundation)/Look Good…Feel Better, Lev Leytzan/”The Compassionate Clown Alley,” HELPUSA/Comfort Foods, The Statue of Liberty- Ellis Island Foundation, Greenwich House Pottery, ShmiraWear, Ketchum Public Relations (variety of projects, including Wyeth Ayerst’s Premarin & Prempro, Clorox, Centrum

**ELLEN R. WERTHER** – Experience Continued Page 2

Vitamins), Ruder Finn Public Relations (consumer education campaigns for Novartis Pharmaceuticals’ Elidel, Lamisal, etc.), Kaplow Communications (eBay), GlaxoSmithKline (Tums Calcium/PMS study), Motrin, Urban Justice Center (NY)

**Media Relations Clients**:

Luminosity International, P3, Grapho Sri (Rome, Italy)/Pecorino Romano PDO, IVANS, ALCiS Daily Relief, Jan’s Deals, Leblon Cachaça, Harlequin (author Debbie Macomber), CompanyAgenda (Chaps Menswear), CreativeHub.com, MODCo Creative, World Gold Council, Willie Nelson/Texas Roadhouse; Express Jeans, Jewelry Stylist Shaye Strager, Giovanni Designs, Zingale & Co. Jewelers, Shutterfly.com, Microsoft, EarPlanes, Burton Snowboards, WebMiles.com, RCA and RadioShack (new product introduction/special event), L’Oreal, The NY Improv (re-opening event), Abe Hirschfeld (crisis management), author Christopher Renstrom, Diageo Spirits (tasting events, U.S. product intro).

**MALONEY & FOX LLC** • New York, NY • 1998 – 2000

**Vice President**

Executed creative development and implementation of public relations and integrated marketing programs; drafting press materials and collateral development; creating news stories and opportunities to garner client publicity; managing logistics and executing publicity for special events at award winning start up agency.

**Clients:**

Love Heals, the Alison Gertz Foundations for AIDS Education and Research; Microsoft/MSN Launch; RCA/Thomson Consumer Electronics; Gemstar Technologies; Kayser Roth Corporation (age defiance by HUE)/Dayle Haddon; Common Cents New York (children’s charities).

**Key Accomplishments:**

* Implemented new business responsibilities included strategic program development; writing, presentation and packaging of new business proposals. Coordinating with other team members on program development and execution.
* Assisted several organizations in growth industries, focusing on sales and operational excellence.

**OTHER EXPERIENCE** • Various Locations and Dates

**Vice President**

CGI Group – New York, NY, 1995 - 1998

**Clients:**

Pratt & Whitney (World Flight 1997); Cosmetic, Toiletry and Fragrance Association Foundation (Look Good, Feel Better); Vanity Fair Mills (Vanity Fair/Vassarette Intimate Apparel); Medscape; MovieFone; Tyco International.

**Account Supervisor**

LobsenzStevens – New York, NY, 1992 – 1995

**Clients:**

Merck & Co. (Merck Vaccine Division); Bristol-Myers Squibb Nutrition Research Grant Program and corporate public relations; Clairol Mentor Program; Center Laboratories’ Epipen Epinephrine Auto-Injector and Im-Vet Canine Allergy Test; Pfizer Inc’s New Advanced Formula Plax; Oro D’all Italia/Cheryl Tiegs’ Jewelry Collection.

**Account Executive and Account Supervisor:**

Robert Marston and Associates – New York, 1990 –1992

**Clients:**

Jack Daniel’s; RCA/Thomson Consumer Electronics; Diaper Manufacturers Group of the American Paper Institute; Defenders of Wildlife; Very Special Arts; Steinway & Sons.

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| **Education & Training** |

**Bachelor of Arts – English Literature (Minor in Writing)**

ithaca college | Ithaca, NY

**Software:**

Microsoft Office Suite

**Awards & Recognition:**

CIPRA for Creative Development · Women in Communication (two awards) · Recognized as one of Inside PR’s “Hot 100”