

Michelle Kamrath Fields

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Chief Marketing Officer | Chief Digital Officer | Senior Vice President

Brand Champion, digital transformation, data-centric and viability through dynamic leadership and vision.

Innovative, entrepreneurial, and consumer centric CMO with extensive experience developing and directing successful business strategies, teams and functions that facilitate aggressive company growth and positive corporate culture. Adept at analyzing strategies, capitalizing on market trends, and building competitive advantage. Proven versatility across diverse industries, geographies, and functions. Authentic and inspirational leadership style that generates trust, loyalty, respect, and results.

- Strategic Planning & Execution
- Brand Champion
- Team Leadership & Motivation
- Audience Engagement
- Digital Strategy
- Data Analysis
- Customer-Focused Operations
- Process Improvement
- Performance Metrics
- Market Research & Analysis
- Personalization/Segmentation
- User Experience



Public Speaking Events

John Deere's Dealership Conference, JDUG "Top 12 SEO Improvements for Your Dealership" 2019
B2B Online Conference Panelist 2017 and 2018

PROFESSIONAL EXPERIENCE

Burwell Enterprises, A Family-Owned Portfolio of Businesses • Bloomington, Minnesota • 2017-Present

A portfolio of family businesses including C & B Operations, a \$1B+ John Deere Dealership group with 37 locations across 6 states, Echo Ski Resort, Concourse Hotel, Ingleside Hotel and ProForm Fabrication

Chief Marketing Officer | Responsible for leading the development of Burwell's corporate brands and the development and implementation of corporate marketing, public relations, and communication strategies. Crafted a compelling strategic vision, capitalized on market trends, and built competitive advantages throughout the Burwell businesses. Led a team of marketing professionals who developed comprehensive marketing strategies and executed plans that drove company sales, built brand equity, and created loyal customers. Defined and delivered company vision, strategy, and channel development for all marketing activities.

- *Managed the rebranding of C & B Operations, Parker Freeze Dry and Echo Ski Resort as well as the creation of the brands ProForm Fabrication, Real Tractors Are Green and Products For Ag*
- *Supported the growth of C & B Operations from twenty-five location dealership group to 37 locations across 6 states*
- *Responsible for performance of ten websites within the Burwell business portfolio.*
- *Drove an increase of online traffic by 251% through SEO, email, social media, paid ads, and traditional media for C & B Operations*
- *Increased online leads by 72% for C & B Operations through enhancements to SEO and email program*
- *Established focused online video presence through enhancing the YouTube channel with over 200 videos and launching C & B TV*
- *Oversaw multiple customer and company events with over 1,000 attendees*

Brock White Construction Materials, A Construction Supply Company • St. Paul, Minnesota • 2015-2017*A \$250M B2B construction materials distributor in the USA and Canada*

Senior Director of Marketing and eCommerce | Led the Change-agent responsible for overseeing Brock White's international market penetration strategies across all consumer touch points both in-store and online. Functional areas include being the chief architect of digital, advertising, merchandising, public relations, customer relationship management, customer retention, strategy, customer loyalty, product launches, enterprise growth initiatives and research & analytics. Primary responsibility is to generate revenue by increasing sales through successful marketing for the entire global organization, using market research, data-driven insights, product marketing, marketing communications, advertising, and public relations.

- *Planned and successfully launched Brock White's eCommerce website from inception to 60% above sales target growth*
- *Initiated and implemented the re-branding of Brock White LLC's brand definition, strategy, and differentiation*
- *Architected segmentation strategies across all business units through use of data analytics*
- *Developed Marketing roadmap to increase conversion, customer engagement, and to create a competitive advantage in the construction supply business*
- *Drove results by marrying the arts of consumer emotions, intuitive insights, and compelling brand vision with the sciences of best practices, discipline, key metrics, analysis, and process*

Ashley Furniture Industries • Arcadia, Wisconsin • 2012-2015*Global, \$3.8 Billion furniture manufacturer and online retailer with 22,000+ employees*

Director of Global Digital eCommerce Marketing | Led the overall online eCommerce marketing strategy, digital business project planning, website design, content strategy and development, digital merchandising, web analytics, web technologies as well as drove alignment with cross-functional teams that mapped to the larger retail strategic objectives and key product launches for a \$3.8B furniture manufacturing and retail company. Ensured the development and success of the customer experience through inspirational/aspiration site presentation, site navigation and content integration to drive sales and traffic both online and into the stores; provided oversight to ensure experience integrity across channels and customer touch points. Identified and executed all digital strategies that deliver a long-term path for continuous improvement of customer acquisition: paid search, social media, email, SEO, affiliate, and display advertising.

- *Led the launch of Ashley Furniture HomeStore's eCommerce site*
- *Launched Ashley's first International multi-lingual product website and launched Ashley's first mobile website*
- *Responsible for Ashley Furniture Industries' 5 Websites and \$9M P & L digital budget*
- *Led the team to re-platform the websites and created efficiencies through to completion and launch*
- *Optimized on-line marketing through data mining via Site Catalyst and Google Analytics*
- *Developed Social Media strategies and presence that drove sales, store traffic, branding and revenue growth through digital media*
- *Partner with the merchandising team to collaborate on products, project ideas and brand strategies to drive both online and store sales and profitability*

EARLY CAREER**Napster.com, a Former Best Buy Company • West Hollywood, California • 2007-2011 | Marketing Director***Online Music Subscription Service***Classmates.com • Renton, Washington • 2006-2007 | Marketing Manager***The first online social media network subscription service***Eddie Bauer • Redmond, Washington • 2004-2006 | Planning Analyst***An apparel, accessories, and gear outdoor lifestyle retailer***Nike • Beaverton, Oregon • 1999-2004 | Accessories Planning Analyst, Sr. Account Manager***A footwear, apparel, equipment, and accessories manufacturer and retailer***EDUCATION**

Master of Business Administration • University of Phoenix, Hillsboro, Oregon
Concentration in Technology Management

Bachelor of Arts in Communications • Augustana University, Sioux Falls, SD
Minor in Journalism