

# JULIE J. BERLING

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SUMMARY

- 25+ years of Progressive Marketing and Communications Experience
- 20 Years of Personnel Management: Trained in the areas of Coaching for Excellence, Situational Leadership, Diversity Management, Effective Feedback, Six Sigma (Green Belt), Lean Management and Continuous Improvement
- Collaborative Leadership: 15+ Years as part of Business Leadership Team; 5 Years part of Strategic Management Group, 2+ Years on Executive Leadership Team, Presently Provide Communications Counsel to Pilgrim's Executive Leadership
- Strategic Thinker, Creative Problem-Solver, Excellent Communicator
- Highly Effective Project/Financial/Budget Manager
- Skilled Negotiator, Seasoned Speaker/Presenter
- Proficient in Microsoft Office Products, including SharePoint; Adobe Creative Suite and WordPress; Multiple Social Media Platforms; Limited Salesforce Experience

## **PILGRIM'S PRIDE CORPORATION (formerly GNP Company) ♦ St. Cloud, MN ♦ 5/95 to Present**

### Head of Consumer Insights, Branding & Communications ♦ 1/17 to Present

- Promoted to this position after the 2017 acquisition by Pilgrim's Pride. Reports to the CMO and provides shared services across the organization with the goal of helping each of the regions (USA, Mexico, Western Europe) deliver its Business Goals and achieve a sustainable competitive advantage. Position is responsible for:
  - Setting the strategic direction of assigned brands and/or sub-brands within Pilgrim's;
  - Leading the advancement of consumer-centric strategy and data-driven decision-making through the delivery of meaningful market, consumer and brand insights, and analytics that will inform effective marketing campaigns;
  - Developing and deploying programs to increase market share, optimize revenue, and drive branded and key customer growth; and
  - Handling the complexities of a multi-region and multi-business unit organization (all with different brands, consumers/customers, markets, competitors, trends, etc.) and helping create strategic, organization-wide alignment around a clearly articulated vision.
- Interfaces with a broad range of the Pilgrim's stakeholders including but not limited to the executive leadership team, sales, marketing, corporate communications, HR, product innovation, and business unit/channel leaders.

### Senior Director of Strategic Branding & Communications ♦ 12/13 to 1/17

- After GNP Company was acquired in 2013 by The Maschhoffs, promoted to Senior Director of Strategic Branding & Communications to function cross-organizationally, providing strategic insights, direction and marketing communications services for all areas; ensuring opportunities and strategic issues are recognized and effectively addressed/developed; and helping advance the long-term mission and vision of the collective organization.

### Marketing Communications Manager ♦ 5/95 to 12/13

Hired as Marketing Communications Manager in 1995, and promoted to positions of greater responsibility and leadership over 18 years in the area of strategic branding and corporate communications.

## **COLLE & McVOY ♦ Minneapolis, MN ♦ 2/95 to 5/95 (actively recruited by GNP Company shortly after joining)**

### Account Executive ♦ Public Relations/Agribusiness Group

- Managed all public relations projects for DeKalb Genetics Corporation (now owned by Monsanto). Charged with creation of multi-client media relations program and department. Short duration as was recruited by GNP Company.

## **MILLER MEESTER ADVERTISING ♦ Minneapolis, MN ♦ 1/93 to 2/95**

### Manager, Editorial Services

- Promoted to position to create and manage a multi-client editorial services department with annual billing of over \$1 million. Department included four full-time employees and multiple freelancers and photojournalists. Managed departmental staffing, operational workflow and department development.

### Account Executive/PR Writer

- Wrote in-depth product features for media, articles for client-produced newsletters, technical summaries, situation analyses and video/audio scripts. Developed and managed editorial outlines and production schedules, estimated jobs, forecasted income and managed client billings.

## **WEBB DIVISION, INTERTEC PUBLISHING ♦ Minneapolis, MN ♦ 12/91 to 1/93**

### Associate Editor ♦ Farm Industry News

- As part of editorial team, produced monthly product news magazine distributed to 250,000 producers in the Midwest. Concepted, researched, wrote and edited articles; executed field research and photography assignments; and cultivated industry relations. Beats included equipment, crop chemicals, and high-tech farming.

CAREER HISTORY

MORE >>>

**MONA, MEYER, MCGRATH & GAVIN** ♦ Minneapolis, MN ♦ 8/90 to 12/91

Assistant Account Executive ♦ Agricultural/Turf Division

- Implemented marketing communications plans and promotional programs for several clients, primarily the Ag and Seed divisions of the Ciba-Geigy Corporation (now Novartis). Produced multiple quarterly newsletters, wrote and distributed press releases and feature articles, and generated collateral materials.

**PINSTRIPES PETITES, TGI FRIDAY'S, BLACK ANGUS, CHARLIE'S CAFE** ♦ MN ♦ 1982 to 1990

Order Picker/Packer—Receptionist/Server/Bartender/Hostess

- Worked 20-35 hours per week while attending High School and College

- Led visioning projects that included the development and launch of a new mission, vision and values.
- Developed the organization's strategic partner search documentation and presentation.
- Drove the creation of an entirely new brand, Just BARE, from concept to launch in 10 months.
- Led GNP Company's brand strategy and architectural evolution from a single brand company to a "house of brands."
- Responsible for award-winning, multi-market \$1 million integrated promotion that grew sales 10%.
- 20+ years of successfully managing annual marketing budget of \$5-\$7 million within +/- 3%.
- Implemented new product PR campaign resulting in 10 major media hits in critical trade publications.
- Effectively managed corporate, customer and employee communications through *multiple* crisis situations, including a fire, gas leaks, acquisitions/mergers, CEO retirement/succession, product recall, etc.
- Successfully executed national trade and consumer events including Natural Products Expo West, Twin Cities Food & Wine Show, Farm Manager of the Year Award, Cotton Extension Seminar, and Corn Classic "Cornfield Of Dreams."
- Implemented award-winning national PR campaign that resulted in 32 product-specific feature articles in targeted regional and national agricultural publications, including three cover stories.
- Progressive personnel management and mentoring responsibilities.
- Creation of the annual Day Camp of Caring for the Central Minnesota Boy Scouts of America Council for youth at risk.
- Provide marketing and communication services on volunteer basis for local Catholic School, Church and Parish.

- **2014 American Web Design Award:** For the Just BARE Just Dish Blog
- **2012 "Pick of the Show" at Natural Products Expo West:** For the Just BARE Booth by select consumer media
- **2011 packagePRINTING's Excellence Award-1<sup>st</sup> place for Sustainability Category:** For Just BARE linerless labels
- **2010 Top 125 Best Packaged Foods for Women:** By *Women's Health Magazine*
- **2006 Effie, Silver Anvil and MN Public Relations Society of American Awards:** For Gold'n Plump Raised on Family Farms Campaign and Taking Names Tour (included a truck and petition launched to fight hunger and raise awareness for area farmers and locally grown food). For each signature, a pound of chicken was donated to local food shelves for a total of 250,000 pounds of chicken, the equivalent of one million meals
- **1996 Silver World Pro Award:** For a \$1 million consumer event called "The Mighty Meaty \$50,000 Giveaway." Recognized as one of the World's Best Promotion Campaigns. Chosen from 271 entries, from 12 countries by a panel of marketing communications professionals and the editorial staff of *Promo Magazine*
- **1994 "Best Of Show" Award:** For national public relations campaign, awarded by the North Central Chapter of the National Agricultural Marketing Association
- **1994 Merit ARC Awards:** For several national PR projects, awarded by the American Research Council
- **Level I Writer Status:** In the American Agricultural Editor's Association

**UNIVERSITY OF ST. THOMAS, B.A. ENGLISH** ♦ May 1990 ♦ Magna Cum Laude

- Graduated with Honors While Working 35+ Hours per Week
- Concentrations in Communications, Creative/Persuasive/Technical Writing, and Education
- Trained in Six Sigma (Green Belt Level), Lean Management, Continuous Improvement, Coaching for Excellence and Situational Leadership
- I've spent the last 25+ years advocating for agriculture and important human issues—educating consumers as a public relations specialist, copywriter, blogger, journalist, food marketer, and thought leader.
- I'm a member of various industry/professional associations and an avid speaker/presenter and professional storyteller.
- My greatest happiness comes from being a mom and volunteering for my local school and church.
- I have two amazing children who are my inspiration every day.
- I take pride in my farming roots and that my brother is the 4<sup>th</sup> generation to run my family's dairy farm, which is about 10 miles from where I now call home.
- Perform as "JO JO" The Clown, professionally in college and by personal request today.
- Enjoy reading, creative writing, outdoor activities, photo-quilting, and photography.

**PERSONAL REFERENCES ATTACHED**