

# Ann M Ziegler

From Farmers' Valley, WI  
Moving to Woodland Park, CO - 2021  
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*"The greatest gift of leadership is a boss who wants you to be successful."*

Jon Taffer

## Experience

2018 – Marketing Manager, Meltric (current)  
2014 – Adjunct Professor – Advertising, The Art Institute of Wisconsin  
2009 – Global Marketing Manager, Badger Meter  
2006 – Integrated Marketing Manager, Rockwell Automation  
1998 – Marketing & Web Development Director, GS Design  
1993 – Principal, The AM Ziegler Project (ongoing)  
1993 – HAD CHILDREN  
1991 – Advertising Director, VALEO  
1987 – Team Leader, Johnson Controls  
1984 – Advertising Assistant, Johnson Controls

## Companies, Clients & Brands

Johnson Controls – Rockwell Automation – Harley-Davidson Motor Co. – Briggs & Stratton – VALEO (Rawlings) – LOH Optical Machinery – NTPA – Northwestern Mutual – Badger Meter – Sage Water – YMCA of Metro Milwaukee – Signacast – Marnell Corrao – Wisconsin Pharmacal – Repel (Spectrum Brands) – MELTRIC/Marechal Electric Group – Volkswagen – AQS – KAPCO – Marine Bank Group – BioCut Systems

## Accomplishments

- Continually seize unexplored opportunities while simplifying complex processes.
- Corralled more than 26,000 unruly part numbers in an antiquated ERP system (without the benefit of a CRM/CQP!!) aligning part numbering schemes, product descriptions, and synchronizing pricing.
- Used my extensive marketing knowledge to force-feed the above ERP system to include CRM capabilities. It ain't Eloqua or Salesforce, but it'll do.
- Energized Badger Meter brand as the leader in technology and sustainably while garnering industry and creative accolades.
- Produced a single ad that netted a \$10 million sales contract.
- Maximized internal and external community outreach for Johnson Controls diversity initiatives. Nominee for "Chairman's Award for Excellence in Customer Satisfaction."
- Engineered a CPG campaign leveraging a CBS "Survivor" national licensing agreement and achieved 100% planned sales goals four weeks before the end of selling cycle.
- Masterminded a digital strategy that increased monthly sales from \$25,000 to \$3 million in only two months.
- Exploded design firm billings by 35% in two years.
- Sent a social media program into orbit, achieving 882% two-year organic audience growth and increased audience engagement by 100%.
- Streamlined marketing documentation processes by establishing SharePoint tools for project and time

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management, graphic resources, scheduling, and budgets.

## Markets Served\*

### B2B

Electrical – HVAC – Water/Wastewater – Utilities – Ophthalmic/Optomety – Commercial/Industrial Health & Safety – Industrial Automation – Process Industries – Accounting – Insurance – Banking – Architecture – Diversity Communications

### B2C

Sporting Goods – Sports Sponsorship – Fitness – Sports Sanctioning – Motorsports – Health & Safety CPG – Luxury Motor/Recreation

\*Experience in most sales channel strategies

## Education

1979 – 1982 B.S. Journalism, cum laud  
University of Wisconsin - Oshkosh

## Skills

### Expert

Microsoft Office Suite – Adobe Acrobat

### Decent

Wix – Wordpress – Magento - Kentico – Titan – Sharepoint – Drupal  
Adobe Photoshop  
Sales Force – Pivotal – GlobalShop  
Google Analytics – Google Ads – Moz – BrightEdge – Screaming Frog  
Hubspot – MailChimp  
Survey Monkey

## Awards & Recognition - Significant

- Advertising Readership Awards, Most Read Ad (Badger Meter, 8 of 9 studies, trade magazines) 2010-2013
- Excellence Award for B-to-B Campaign (BMA, Badger Meter AMA launch) 2012
- Excellence Award for B-to-B Campaign (BMA, Badger Meter) 2011
- Peoples' Choice Award (BMA, Badger Meter AMA launch campaign) 2011
- Johnson Controls "Chairman's Award for Excellence in Customer Satisfaction" Merit Award, 2003
- Macromedia Site of the Day, MarnellCorrao.com, 2000
- Netscape Site of the Day, DestinationOutdoors.com, 2000
- Johnson Controls "Chairman's Award for Excellence in Customer Satisfaction" Merit Award, 1989

*"A leader is one who knows the way,  
goes the way, and shows the way."*

John C. Maxwell