

Janice Ortbring

janiceortbring@gmail.com | 734.433.1311 | linkedin.com/in/janiceortbring

Executive Marketing, Branding, Advertising Leader

Innovative advertising, marketing, branding executive with over 25 years passion for impact and results. I helped grow a community bank from \$800MM to almost \$2B. Created a market disruption campaign and captured 25% of Chase branch customer business. I picked “a social media fight” with Ohio State University... and got over 5 Million hits (and growing). On a budget of \$1,000 I transformed a high school football game tShirt cannon and glow bracelet promotion into \$10,000 Educational Fund scholarship and \$38MM in new deposits. I care about people and it shows in my work.

SKILLS

- Branding / Brand Management
- Marketing Business Planning
- Local / Global Projects
- Advertising Campaign Development
- Trade Shows / Events
- Viral Social Media
- Community / Employee Engagement
- Digital Marketing / Media / Analytics
- Champion for Diversity

DEGREE

Bachelor of Arts, Center for Creative Studies, Detroit, MI

TECHNOLOGIES

Microsoft Suite, Photoshop, WordPress, HubSpot, Custom CRM, Mailchimp

INDUSTRIES

Tech, Nonprofit, Arts, Women’s Issues, Food, Wine, Travel, Banking / Finance

EXPERIENCE

Contractor – Bank on Women, 2019 - Present

- Led team and activities for the new Bank on Women, Inc. brand, materials, website, social media.
- Developed 6 keynote presentations.
- Developed pieces for working with NASDAQ that has, so far, impacted seven bank boards with new female placements.
- Developed a database to manage submissions for easy “matching” based on needs of a bank board.

Vice President of Marketing – Congressional Bank DC, Maryland, Virginia (Commercial Banking) and Nationwide (Mortgage and Healthcare Lending), 2019 – 2021

- Manage all marketing channels, multi-million dollar budgets, training, and branch development.
- Chaired CARES Communication team sending over 25,000 emails with a total lending volume of \$553MM,
- Average Size Loan \$215K, Over 50,000 paychecks protected, over 120 Testimonials Collected.
- Created “Pitch Program” that, to date, has captured 31% of new PPP money.
- Bank financial results, per quarter, outperformed goals every report since January 2020.
- Established the Community Action Committee, an arm of ESG, to provide funds for nonprofit giving, employee engagement, and CRE credit management. Worked with Maryland Consumer Rights Coalition, Black and Latino Student Fund, Juneteenth Committee, Pride LGBTQI+ Groups, Teach Children to Save, Junior Achievement, US China Education Trust, Housing Unlimited. Over \$400,000 budget.
- Lecturer and Educator on Social Media Marketing to 200 BancAlliance member banks and to 25 Members of the Greater Washington Association for Financial Professionals.

Platform Launch Contractor – Michigan Israel Business Accelerator, Detroit, MI, 2019 – 2019

- Hired by Mark Davidoff and Mike Dergis to launch Michigan’s innovation ecosystem platform connecting tech startups, funders, and hubs in Michigan and Israel.
- Created brand & launch strategy including name, PR, digital, events, and launch party at Shinola Hotel.
- Created post launch brand strategy for continuous growth and analytics monitoring.

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Officer, Vice President of Marketing - Centier Bank, Merrillville, IN, 2018 – 2019

- Added \$10M new money market funds, in one month, via a digital media campaign.
- Organized and executed 900 person, enterprise-wide events and communication.
- Managed \$2.4M budget and a 10 person staff with 61 branch locations.
- Created new website strategy, RFP, customer journeying for new website.

Officer, Vice President of Marketing - Bank of Ann Arbor, Ann Arbor, MI, 2014 – 2018

- Managed over \$1.5 million dollar marketing budget.
- Innovation and strategy for bank rebrand including logo, website, two apps, all signage, identity package, social media, brochures, templates for presentations. “not a bank, bank”.
- Tripled shareholder value in my 4 years. Went from under \$800 million to almost \$2 billion.
- 2 major social media campaigns each with over 5 million impressions. Columbus Day and Sister Jean. Both received major local and national media attention.
- Oversaw all-employee meetings, shareholder events, ad agency, vendor relationships, sponsorships

Creative Director / Partner - Edgar Norman Creative, Chelsea, MI, 2001 – 2014

- Senior level, strategic go-to-market planning and messaging for products and services. My client needed to fill the new multi-million dollar MRI machine. Their selling point was the large bore, big enough for a 600 lb person or professional athlete. They had ideas to let referring physicians see the schematics, photography from the MRI company, testimonials. What did I suggest? Eliminating all of that. We did a direct mail that included a large, 70” orange inner tube. All the Doctor or patient had to do was slip it over to feel confident of them fitting into the machine. Simple, effective. We had 100% direct mail open rate and the machine was full 24/7 starting on day one.
- Full-scale innovative brand development for over 30 clients in the USA and Canada. Created highly successful prevention program, SRSLY, and worked at the state level for MiPhy. This program continues great success today. Full portfolio for banking, food, wine, packaged goods, economic development, tech, and health care.
- Event management for large and small functions. From Farm to Fork to city street parties for economic development.

OTHER EXPERIENCE

- Honored as a Dynamic Woman in the DMV in Modern Luxury along with two colleagues.
- Named one of the Michigan Business Weekly’s 30 Most Influential Women with credits for work in the field of branding, advertising, marketing, and leadership.
- Elected two consecutive terms as Chelsea Village Trustee and Elected Charter Commissioner for Chelsea, Michigan to become a city. I’m a founding mother to a city!
- Cofounded a diversity group, One World One Family, in a largely white community and brought many great people, like Melba Beals - Little Rock 9, to Chelsea. It is still going strong!
- Received a provisional patent for an automotive aftermarket product to eliminate distracted driving.