

BROOKE E. VANDEBERG

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SUMMARY

Uniquely qualified business professional and public servant with more than 10 years experience at senior/executive level. Offer a diverse background, proven success in: community relations, public affairs, partnership development, strategic planning, business management, project management, media relations, marketing and event planning.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, CONSUMER BANKING PRODUCT MANAGER

ASSOCIATED BANK – MILWAUKEE, WI (2016 TO PRESENT)

Manage checking product offerings for consumer accounts with ~\$3B in deposits. Manage key partner relationships that drive more than \$25M net income annually for the bank. Played an integral role in the acquisition and merger of Bank Mutual into Associated Bank in 2017. Require the financial acumen and ability to manage cross-functional teams to achieve meaningful growth strategies in dynamically competitive banking space. Participate in local financial equity group studying ways to expand financial services to the unbanked.

DIRECTOR, MARKETING AND COMMUNICATIONS

MILWAUKEE PUBLIC LIBRARY – MILWAUKEE, WI (2012 TO 2015)

As a key member of the library's leadership team, I directed vision-driven and results-oriented marketing and communications efforts for Milwaukee's diverse library system. Executed partnerships to increase student access to library cards and identified new channels to reach summer readers while reducing barriers to use. Key initiatives increased user engagement by 71% in program offerings and user base by 21% year over year in summer reading enrollment as well as optimizing neighborhood/partner awareness of branch building initiative. Co-led early stages of national, award-winning library rebranding campaign "Library Loud Days."

OFFICE OF MAYOR TOM BARRETT – MILWAUKEE, WI (2005 TO 2012) - MULTIPLE ROLES

SENIOR STAFF ASSISTANT TO THE MAYOR (2009 TO 2012)

Served as scheduler, a senior member of Mayor Tom Barrett's Administration. I was responsible for aligning day-to-day prioritization of opportunities with Mayoral leadership platform focused on public safety, education and jobs. My role required the ability to assemble the right teams, data, information and response strategies within limited time constraints for daily strategic decision-making. I prioritized schedule to maximize his contact with targeted constituencies and to achieve specific outcomes such as financial support for youth employment. Planned and executed high profile events including the annual State of the City Address and roundtable discussions for Cabinet officials of the Obama Administration. Assisted with media relations and managed open records for the administration.

MANAGER, CONSTITUENT RELATIONS (2007 TO 2009)

Managed Mayor's correspondence with his constituencies on issues impacting the community through resident contact and public engagement opportunities. Managed Mayor's internship program hiring 8-10 college interns per semester that served as a first point-of-contact. Drafted and edited 1,000's of mayoral proclamations, letters and emails.

COORDINATOR, SCHEDULING (2005 TO 2007)

Coordinated Mayor's events calendar to balance citywide exposure. Assisted with planning and coordination of the Mayor's State of the City Address event, diplomatic visits, and economic development missions to China and Ireland. Managed the Mayor's Board and Commission Appointment schedule.

ACCOUNT EXECUTIVE, PUBLIC RELATIONS

CAFFEINE COMMUNICATIONS CO. – MILWAUKEE, WI (2004 TO 2005)

Managed consumer product accounts at public relations agency. Implemented strategic communication plans surrounding new product launches, branding efforts and events and trade show presences, which garnered media placements and generated consumer interest.

ASSISTANT, MARKETING AND PUBLIC RELATIONS

DUPAGE AIRPORT AUTHORITY – WEST CHICAGO, IL (2002 TO 2004)

Provided support for marketing and communications initiatives at high profile general aviation facility partially funded by property tax levy. I aided in positioning airport as a responsible government-funded organization that generates revenue for the local economy, helped introduce relationships that secured new airfield tenants, and aided in securing non-traditional revenue through special events and promotions. Supported planning the first regional National Business Aviation Association Regional Conference which became the national model for future events.

EDUCATION

Western Illinois University - Macomb, IL
Bachelor of Arts - Communications – May 2002
Minors: Marketing and Political Science

COMMUNITY/PROFESSIONAL INVOLVEMENT

Milwaukee Forum Board of Directors - Past President, Program Co-Chair, Membership Co-Chair
UEDA Financial Equity Group - Member
Associated Bank Women's Network - Co-Chair Community Involvement Committee - Southeast Region
Tempo Milwaukee Women's Affinity Alliance - Member
USS Milwaukee Commissioning Committee - Public Affairs Action Team
Westown Association - Marketing Committee
Downtown BID #21 - Marketing Committee
Milwaukee Press Club - Member
Milwaukee German Immersion Foundation - Annual Auction Committee
St. Charles, IL Kiwanis - Communication Committee

INTERNSHIPS

UNITED STATES SENATE INTERN - UNITED STATES SENATOR RUSSELL FEINGOLD – MADISON, WI (2001)
RADIO MARKETING AND SALES INTERN - GOOD KARMA BROADCASTING (WTLX-FM, WKPO-FM) – MADISON, WI (2001)
CUSTOMER RELATIONS INTERN - WALT DISNEY WORLD – ORLANDO, FL (2001)
STAFF WRITER - *THE WESTERN COURIER* – WESTERN ILLINOIS UNIVERSITY – MACOMB, IL (1999-2001)