

“Project management is broad and comes down to this: Project managers are tasks masters with multiple skill sets and follow through. That’s you.”

- My friend, Susan

# Hi – I'm Ashley

The internet says a portfolio is about what makes you unique. I tend to agree with that and so I thought about why **my diverse skill set** is unique compared to others in this broad project management field. I found that my distinct qualities come from where **my skills intersect two worlds**, and so I will be presenting my projects to you in this way as well.

## I thrive in the collision of:

- East meets West (*a work ethic vs a sensibility*)
- Office meets Warehouse (*who talks the talk and who walks the walk*)
- Creative meets type A (*or as I like to put it – photoshop meets spreadsheets*)

Let's hit it

# East Meets West

A founder and a marketing manager use their East Coast work ethic to rebrand a West Coast company... fast

## Challenge

**Fire Brew** was a successful line of apple cider vinegar wellness tonics that needed some room to grow and wanted to reach a wider audience. Due to its spicy nature and high price point, it was not appealing to enough customers and needed to **get out of its pigeonhole**.

## My Role

Working with a **team of 7** including the company's founder, operations and production managers, concept and execution designers, photographer and web developer, I successfully transitioned this brand from Fire Brew, to Mind Your Manna (MYM).

### Goals for this project included:

- Moving from a 12.7oz to an 8oz bottle
- Rebranding under the company's original name
- Giving the whole brand a fresh look
- Establishing supply chain management system
- Launching two new product lines

## Result

In **January 2020**, after weeks of being teased on social media and pre-sold to vendors and distributors, **the new site and social went live** with all new products and branding.

### This included:

- New company logo
- Two new brand logos
- Rebranded labels for existing product line with new bottle size
- Overhaul of all marketing materials and field marketing collateral
- Full website rebuild
- Announcement on web and social media

The MYM rebrand was **well received** and continues to be sold in stores and online today.

Challenge





Result



# Office Meets Warehouse

Bridging the gap between the front and back of house to find a fulfillment solution that works

## Challenge

After a deal making debut on **Shark Tank**, a Portland based start up found itself with **more orders** than it could possibly fulfill on its own, over **20k of them** to be exact. They sought out my company for a high efficiency solution to get product to customers as fast as they could make it.

## My Role

Coordinating with a **warehouse team of 12 and an office team of 5**, I successfully streamlined this operation to exceed intended daily output, shipping a minimum of **300 packages a day**.

### Goals for this project included:

- Designing a system to pack, label and ship a minimum **300 orders per week**
- Optimizing the use of the client's established fulfillment platform
- Establishing a system to track inventory and daily output in order to report to production and management teams
- Scaling fulfillment within the confines of production capabilities
- Adhering to working **off site due to COVID-19** protocols

## Result

Our system, exceeded expectations, turning the requested weekly output into a daily output, a 400% increase in shipping capability. This system also dramatically **reduced refunds** based on product delays.

### To do this we:

- Streamlined a system to efficiently pack, label and fulfill orders, while working with the client's fulfillment platform to expedite the purchasing of postage
- Develop tracking system for daily product deliveries, inventory and output

Fulfillment systems are deceptively intricate and so this was a difficult but worthwhile endeavor that instilled a **new level of confidence** in myself and my team.

# Type A Meets Creative

Launching a new product is hard – getting a small but diverse team to speak the same language is harder

## Challenge

After **16 years** on the market and **2 years** of off and on development, **Blossom Vinegars** was ready to discontinue their line of mixers and vinegars and launch a ready to drink product.

The question was – how do you make a vinegar seltzer that tastes good, sound and look appealing to the consumer? And more importantly, **how do you make it sell?**

## My Role

Working as the creative arm of this project, I managed a team comprised of **operations, Quality Assurance, logistics, designers and the company founder** to define this new product and brand. Working on a strict budget I defined much of the brand identity prior to design intervention and coordinated with other departments to bring the project to its current stage.

### Goals for this project included:

- Establishing a brand name, style and package design on a strict budget
- Finding and securing relationships with vendors, production facilities and coordinating with existing in-house production under SQF standards
- Researching the market and positioning the brand for sales success

## Result

### Progress included:

- Market research, mood boarding, mock-ups and copy writing (all of which I relayed to the design firm for naming, branding and design purposes)
- Research into packaging and co-packaging while helping to troubleshoot with logistics lead
- Check ins with QA to secure vendor approvals and documentation
- Creation of sales documents for pitch conversations

While this product has **not yet gone to market**, it is in the sales stages as we speak. After **2 years** of back and forth on this project it took my team **99 days** to go from idea to sales. We expect this product to launch to market in summer 2021.



Challenge



Competitors	Clean Label: No Artificial Flavors, Sweeteners or Preservatives	No/Low Sugar	Added Sugar	Flavored with Fruit Juice or Extracts	Flavored with "Natural Flavors"	Non-GMO	Gluten Free
Our RTD	👍	👍	👎	👍	👎	👍	👍
<a href="#">Spin Drift</a>	👍	👍	👎	👍	👎	👍	👍
<a href="#">Dram</a>	👍	👍	👎	👍	👎	👍	👍
<a href="#">Recess</a>	👍	👍	👎	👍	👎	Not Specified	👍
<a href="#">San Pellegrino Momenti</a>	👍	👍	👍	👍	👍	Not Specified	Not Specified
<a href="#">Izze</a>	👍	👎	👎	👍	👍	Not Specified	Not Specified
<a href="#">Ice</a>	👎	👎	👍	👍	👍	Not Specified	Not Specified
<a href="#">San Pellegrino Traditional</a>	👎	👎	👍	👍	👍	Not Specified	Not Specified
<a href="#">Hint</a>	👍	👍	👎	👎	👍	👍	👍
<a href="#">Bubly</a>	👍	👍	👎	👎	👍	Not Specified	Not Specified

Solution





Result



# PLUCKEE



UNDER 100 CALORIES | REAL FRUIT - NO REFINED SUGARS | GLUTEN FREE

#### A GETAWAY FROM THE REST

- To Refresh and Revive
- To Celebrate and Share
- To Pause and Reflect
- To Escape the Everyday



Made in the PNW with regional ingredients, Pluckee's Sun-Kissed Seltzers are a refreshing and flavorful less sugar alternative to sodas, and juices, and a step up from traditional flavored seltzer water. These small batch, hand crafted seltzers use real fruit and a splash of vinegar to deliver a taste experience like nothing you've had before. Great for the whole family!



## PLUCKEE™

Sun-Kissed Fruit Seltzer

Hand Crafted in the PNW

#### MAKE EVERYDAY A GETAWAY

Cherry Kiss  
Apple Twist  
Pineapple Peel  
Mango Heat  
Lime Spice

#### THE LANDSCAPE

36% of US Consumers do not drink\*\*

61% of consumers want a better choice\*

70% of Americans have not yet tried a specialty non-alcoholic beverage\*

\$1 Billion+ market size for non-alcoholic beverages\*

\*Market, Statista  
\*\*Gallup 2019

#### Product Specifications

Non-Alcoholic	
All Flavors under 100 Calories	
Made with Real Fruit	
STANDARD 12 fl oz (355 ml) CAN	
Height	5 in
Diameter	2.625 in
MULTIPACK INFORMATION	
Cans per pack	4
Weight	3.35 lbs
LxWxH	5.2"x5.2"x4.81"
MASTER CASE INFORMATION	
Units per case	24
Multipacks per case	6

COMING SUMMER 2021 | Pluckee Sales | [pluckee@drinkpluckee.com](mailto:pluckee@drinkpluckee.com) | 503-742-1189

# Want to know more?

Get in touch!

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