



## CAREER SNAPSHOT

# A lifetime in communications.

1982



### THE MOVIE "ANNIE" CHILD ACTOR

After acting in many live plays as a teenager, I landed a small role in the movie Annie that led to an agent in LA and a few small parts in commercials and movies. I later gave up acting to focus on college and my career.

1992



### GAP, INC PR MANAGER

As part of the in-house PR team, I established a company-wide PR system for Gap, GapKids, and Banana Republic that garnered a record number of magazine covers, including the 100th anniversary cover of VOGUE magazine.

1993



### GAP, INC MARKETING MANAGER

In 1992, I was promoted into Gap's in-store marketing, a division of the in-house ad agency, where I managed seasonal promotions for more than 850 stores and oversaw the creative and production of all point-of-sale designs.

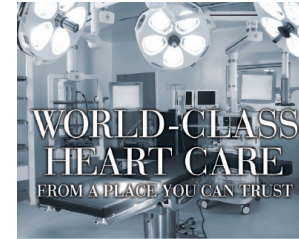
1995



### PHOTOFLEX MARKETING DIRECTOR

As the sole, in-house advertising manager, I wrote, designed, placed media, managed printing, did PR, named product, and developed an integrated marketing campaign that increased revenue and launched two new product lines.

1998



### SMITH-BOWEN ACCOUNT DIRECTOR

After one year at this small, boutique ad agency in Monterey, I nearly doubled the agency's billing by landing new accounts and increasing revenue with expanded creative services and media planning and buying.

2009



### ANDA-BURGHARDT PRESIDENT

Started my first full-service ad agency in 1998 and grew it for ten years, reaching \$5 million in annual billing and retained long-term accounts in travel, healthcare, retail, agriculture, education, and financial.

2019



### BURGHARDT+DORÉ CREATIVE DIRECTOR

Owned and operated a boutique, full-service ad agency with a digital-first focus and specialized in destination marketing for top DMOs, resorts and hotels such as Visit Napa Valley, Visit Carmel-by-the-Sea and Lake Havasu City CVB.

## EXPERIENCE

Successful track record  
managing top travel  
brands for 23 years.

From leisure to group, I've created hundreds  
of integrated marketing campaigns and  
promotions that inspire people to visit places.



## APPROACH

Develop integrated marketing programs to maximize results.

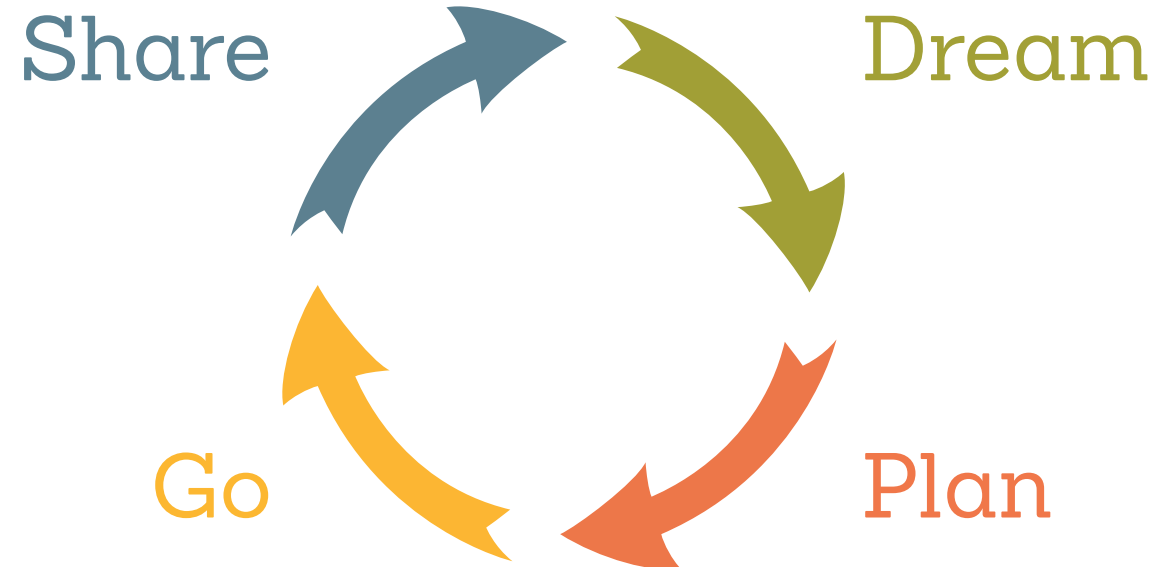
Consistent branding and messaging across all marketing components is fundamental to increasing brand awareness, engagement and visitation.



## STRATEGY

Engage visitors along their path to purchase at multiple touch points.

Serving up the right ad at the right time is key to inspiring and educating visitors at every stage of their travel planning process.





## DEPLOYMENT

Reach millions and target high-intent individuals with a mix of traditional and digital media.

From TV to PPC, media planning and buying is a combination of science and art — plus knowing how to leverage lots of added value.



## MEASUREMENT

Optimize marketing results by measuring key performance indicators.

Measuring KPIs provides the data and metrics for reaching goals and improving results year over year.



Impressions

Engagement

Clicks

Room Nights



## THE WORK





# TV COMMERCIALS



VISIT CARMEL-BY-THE-SEA / :60 TV COMMERCIAL



VISIT NAPA VALLEY / :30 TV COMMERCIAL



LAKE HAVASU CITY CVB / :30 TV COMMERCIAL



FLAVOR NAPA VALLEY / :30 TV COMMERCIAL



# VIDEOS



FLAVOR NAPA VALLEY / EVENT VIDEO



VISIT CARMEL-BY-THE-SEA / TRAVEL SEGMENT




VISIT NAPA VALLEY / DESTINATION VIDEO



SEASCAPE BEACH RESORT / RESORT VIDEO




## PRINT ADS




Awe-inspiring from the moment you arrive.




Few places in the world capture your spirit and spark your imagination like Carmel-by-the-Sea. Come wander through this enchanting village and discover one-of-a-kind experiences. [Book your getaway direct at CarmelCalifornia.com](http://CarmelCalifornia.com)



VISIT CARMEL-BY-THE-SEA / LEISURE AD




Legendary Napa Valley experiences curated exclusively for your group



Our team at Visit Napa Valley invites you to customize a legendary meeting, retreat or incentive experience in America's premier wine, food, arts and wellness destination. In addition to more than 5,000 rooms and 200,000 square feet of meeting space, the Napa Valley offers a host of unique and memorable offsite activities for your group, including wine education and tasting at more than 400 wineries, world-class dining in 125 restaurants, numerous team building activities, or rest and relaxation in luxurious spas. You'll want to stay a little longer.

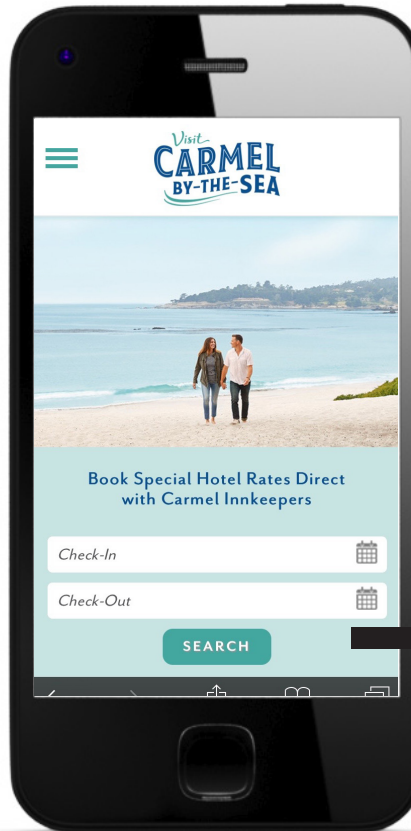
Learn more at [VisitNapaValley.com/Meetings](http://VisitNapaValley.com/Meetings) • [sales@visitnapavalley.com](mailto:sales@visitnapavalley.com) • (707) 260-0075



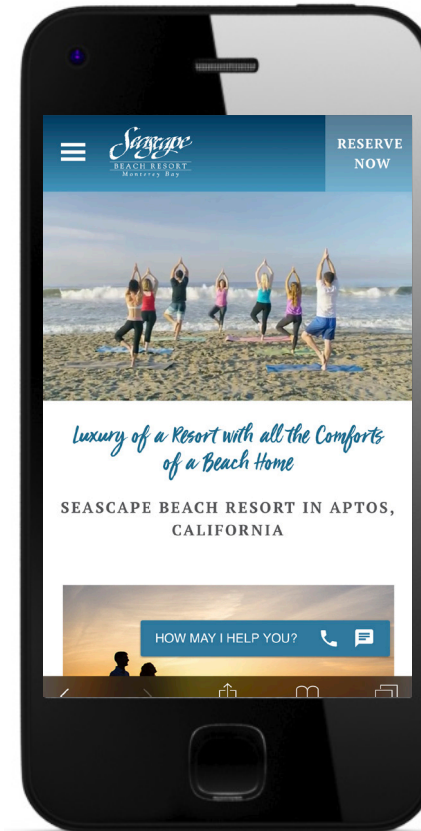
VISIT NAPA VALLEY / MEETING AD



# MOBILE-FIRST WEBSITES



CARMELCALIFORNIA.COM



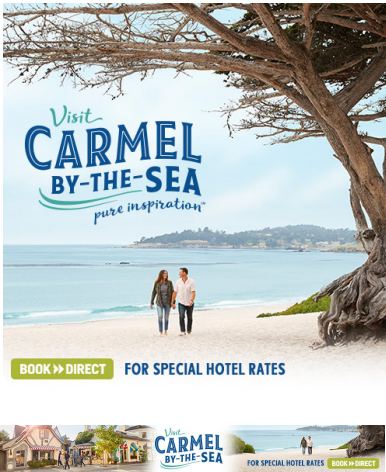
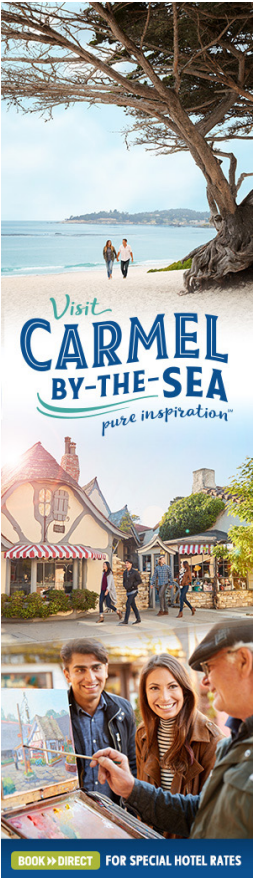
SEASCAPERESORT.COM



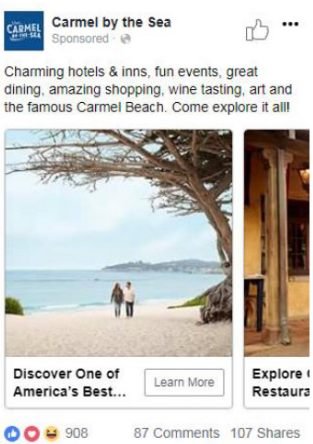
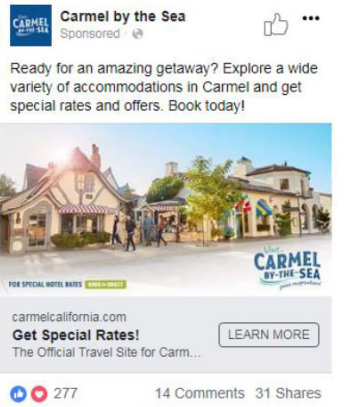
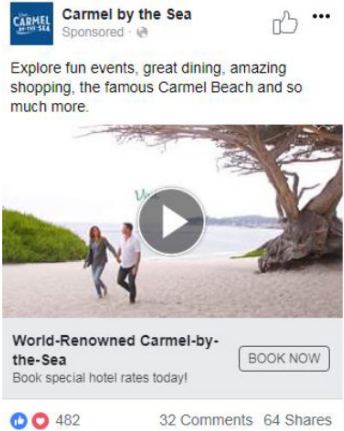
TICKLEPINKINN.COM



DIGITAL ADS



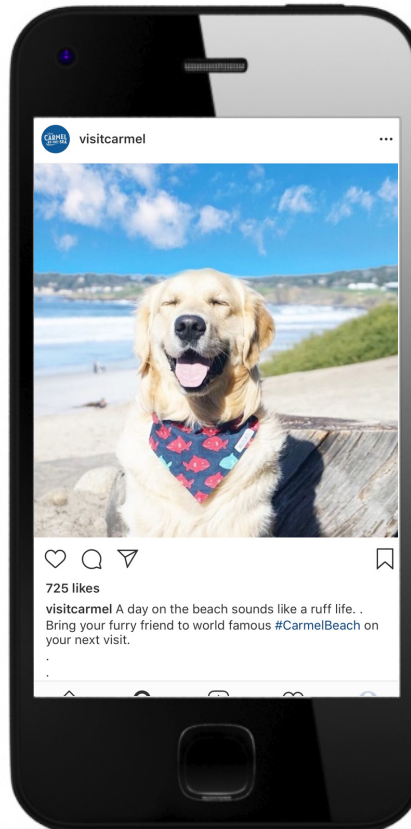
VISIT CARMEL-BY-THE-SEA / DISPLAY ADS



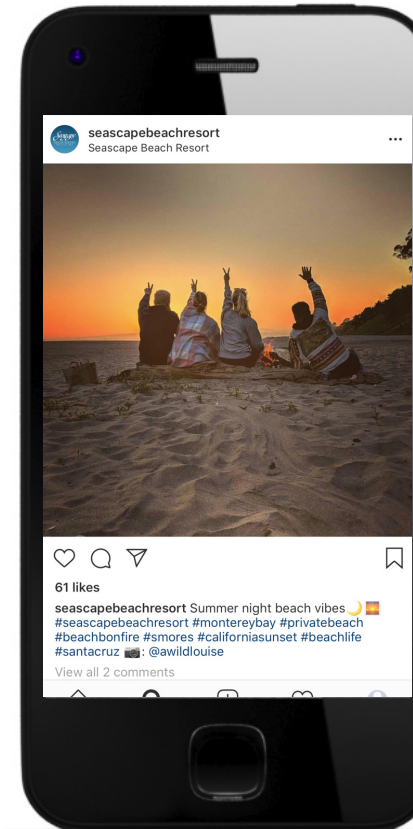
VISIT CARMEL-BY-THE-SEA / PAID SOCIAL ADS



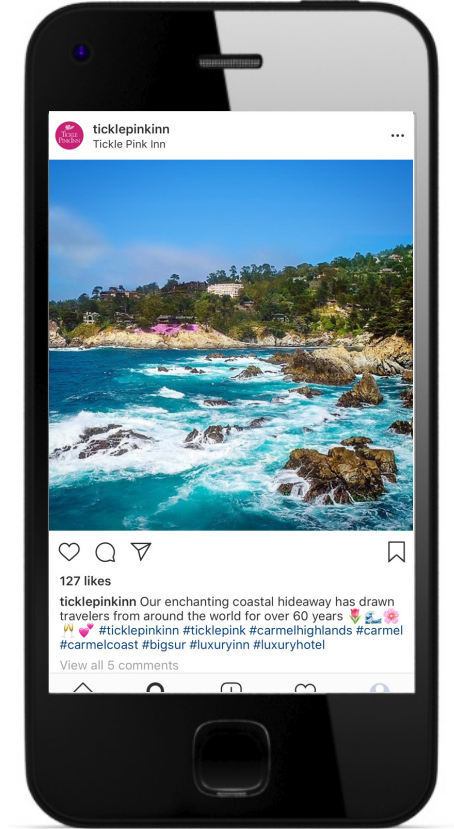
# SOCIAL MEDIA



@visitcarmel



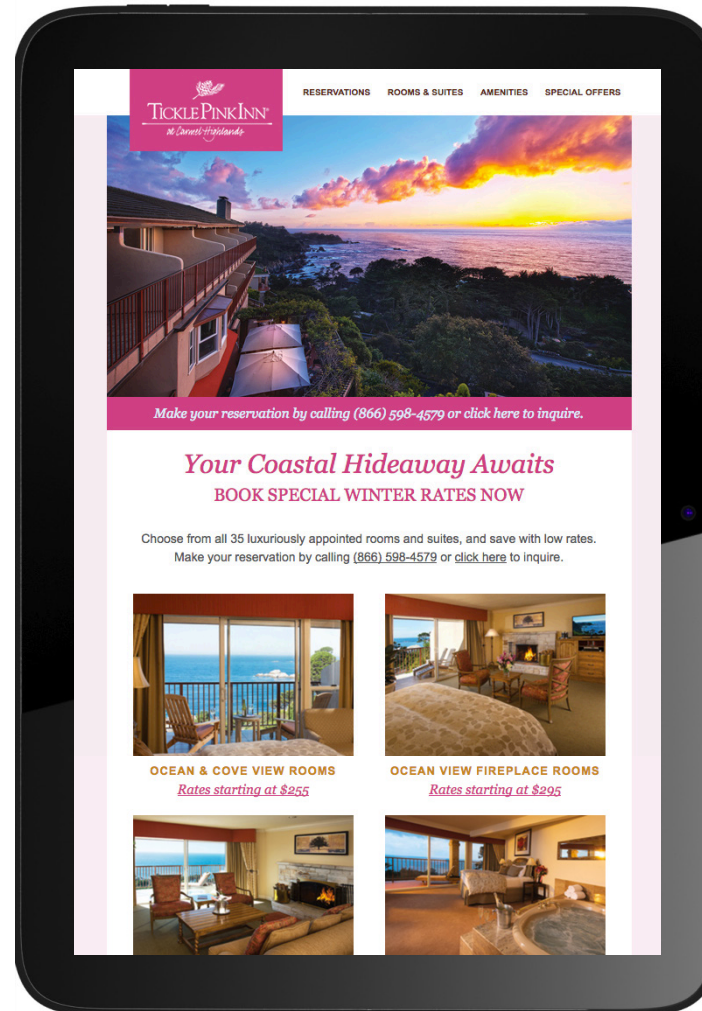
@seascapebeachresort



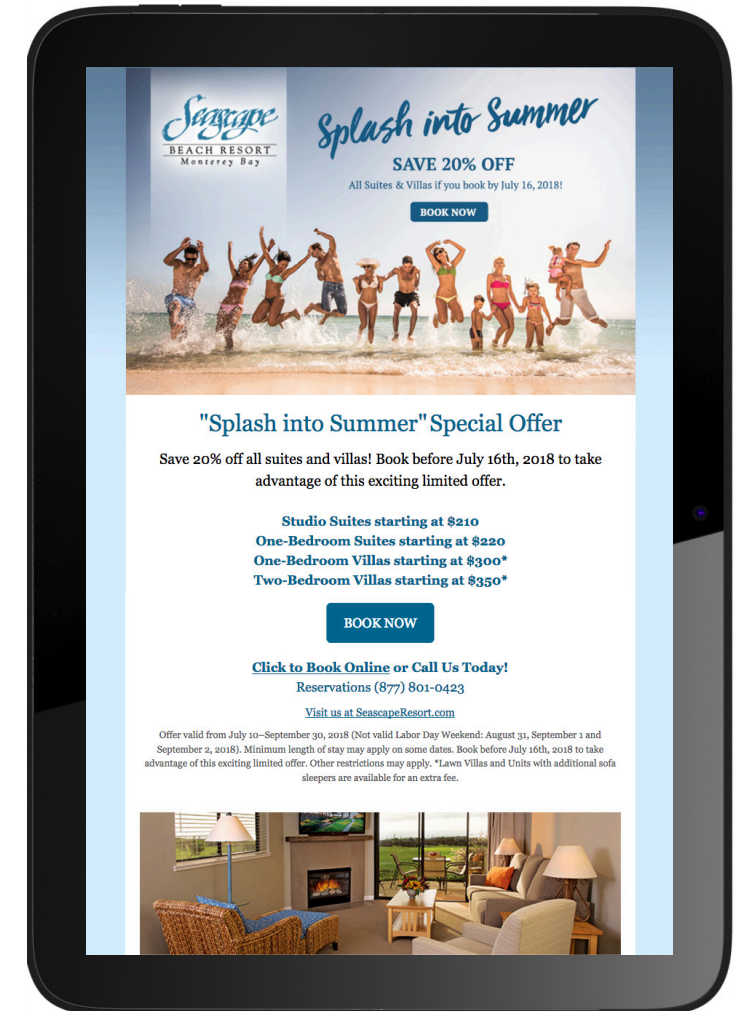
@ticklepinkinn



# EMAIL MARKETING



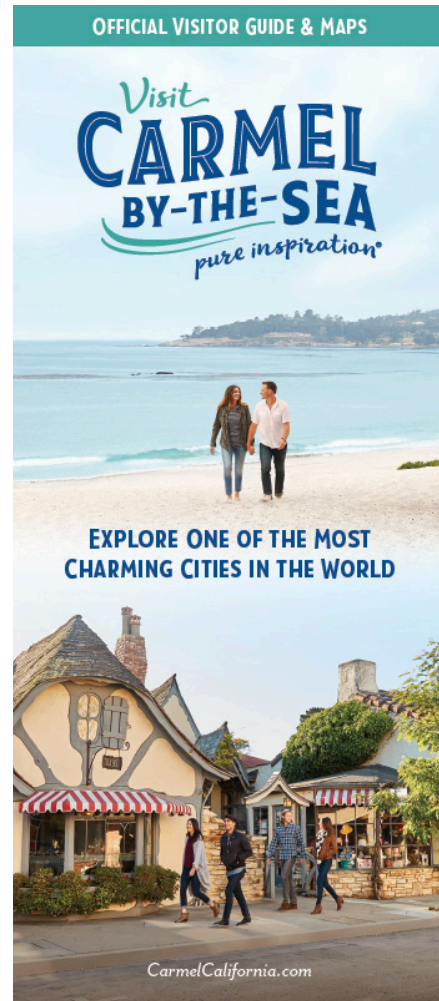
TICKLE PINK INN / WINTER OFFER EBLAST



SEASCAPE BEACH RESORT / SUMMER OFFER EBLAST



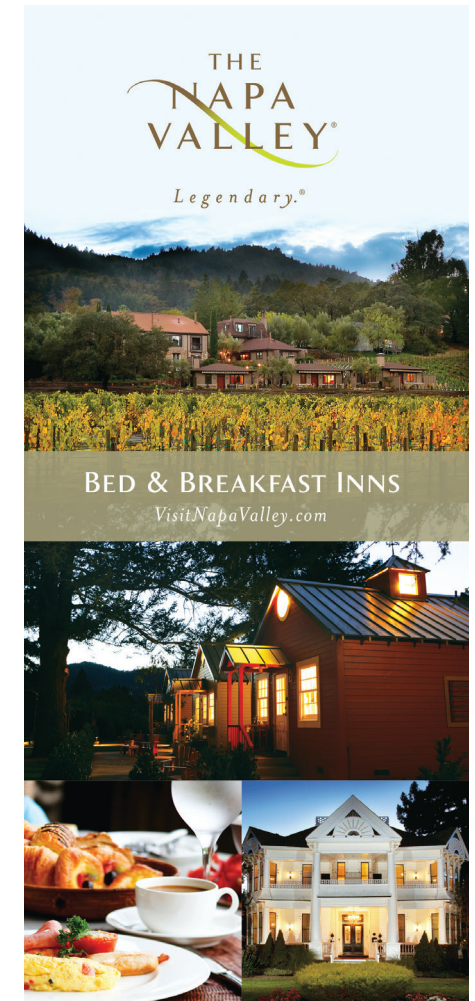
## VISITOR GUIDES



VISIT CARMEL / VISITOR GUIDE



LAKE HAVASU CITY / DINING GUIDE



VISIT NAPA VALLEY / B&B GUIDE



# WELLNESS PROGRAMS



Discover the ultimate runner's high

Stay in world-renowned Carmel-by-the-Sea and explore one of the most beautiful places on Earth with our unique *Locals Guide to Scenic Runs, Hikes & Walks*. Come enjoy an ideal year-round climate for the ultimate Runcation-by-the-Sea.

Book your getaway direct at Carmel hotels and inns to receive the guide. Visit [CarmelCalifornia.com/Runcation](http://CarmelCalifornia.com/Runcation) for details.

**Visit CARMEL BY-THE-SEA**  
pure inspiration



**EXCLUSIVE CARMEL FITNESS & NUTRITION RETREATS**  
Join America's Coach and *Runner's World* columnist Jeff Galloway for a one-of-a-kind fitness retreat.

Book your Carmel Fitness & Nutrition Retreat at [CarmelCalifornia.com/Retreats](http://CarmelCalifornia.com/Retreats)

January 18–21, 2018  
March 15–18, 2018  
April 5–8, 2018

VISIT CARMEL-BY-THE-SEA / FITNESS PROGRAM



Naturally Mindful

Unplug and discover mindfulness in beautiful Carmel-by-the-Sea with our unique *Mindful-by-the-Sea Beginner's Guide*—created together with our friends at *Mindful* magazine—to inspire a more fulfilling getaway through a range of mindfulness practices to help you enjoy a deeper sense of relaxation, well-being and happiness in the moment.

Book your getaway direct at Carmel hotels and inns to receive the guide. Visit [CarmelCalifornia.com/Mindful](http://CarmelCalifornia.com/Mindful) for details.

**Visit CARMEL BY-THE-SEA**  
pure inspiration



**EXCLUSIVE MINDFUL-BY-THE-SEA RETREATS IN DOWNTOWN CARMEL**  
Join world-renowned teacher Dr. Rich Fernandez for a one-of-a-kind core mindfulness experience.

Reserve your space for *Mindful-by-the-Sea* Retreats at [CarmelCalifornia.com/Retreats](http://CarmelCalifornia.com/Retreats)

January 3–5, 2018  
March 7–9, 2018

VISIT CARMEL-BY-THE-SEA / MINDFULNESS PROGRAM



EVENT  
PROMOTIONS



VISIT NAPA VALLEY / RESTAURANT MONTH POSTER



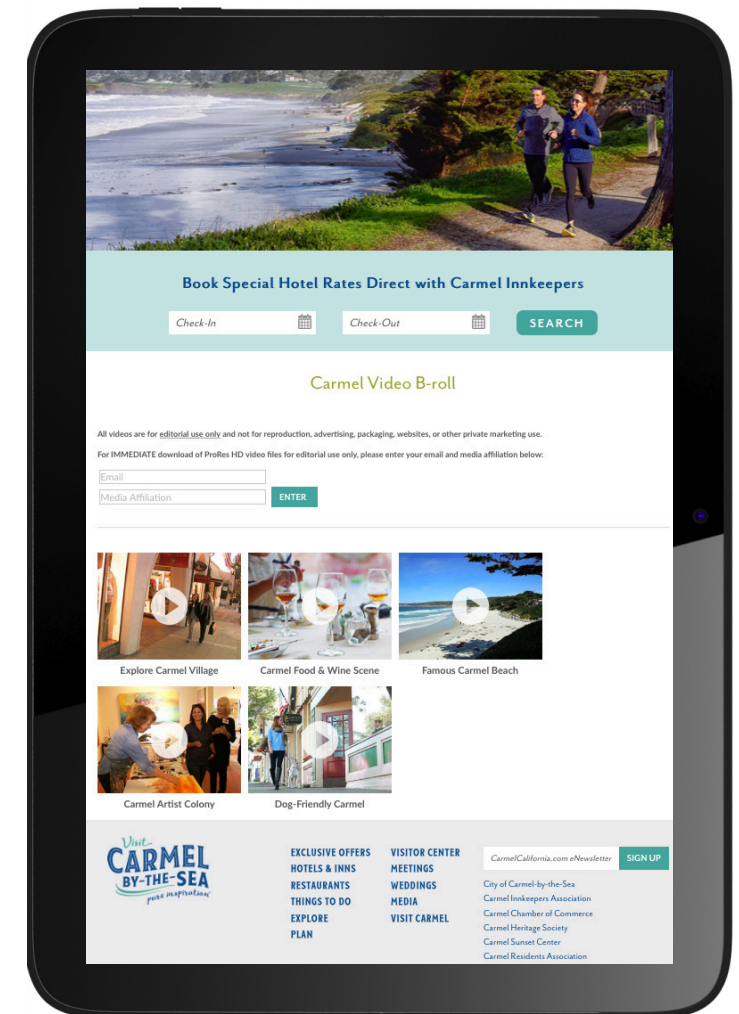
VISIT CARMEL-BY-THE-SEA / MEET THE MAKERS POSTER



# PUBLIC RELATIONS



VISIT CARMEL-BY-THE-SEA / ONLINE MEDIA CENTER



VISIT CARMEL-BY-THE-SEA / VIDEO AND IMAGE DOWNLOADS





Let's talk about growing your brand.

tel (831) 521-9200

email [jeff@burghardt-dore.com](mailto:jeff@burghardt-dore.com)

**JEFF BURGHARDT** A DESTINATION MARKETING SPECIALIST