



## Powerhouse Planning Team Overview

Powerhouse Planning Team Solution *n.* a customized team of Powerhouse freelancers, brought together and working through a single point of contact to support your organization's mission

### Team Fast Facts

- 52% of our team has been with us for over three years.
- All military branches are represented on our team as either veterans or military spouses.
- We do not hire additional “types” of freelancers until our current team members are fully at the hours they wish to carry.

### Degrees and Certifications

- Associate in Network Management
- CompTIA A+, CompTIA Network+, CompTIA Security+2010
- Front-end Web Development – GALVANIZE 2019
- Fundraising Essentials Certificate
- Graduate Certificate in New Venture Creation
- Grant Writing for Nonprofits and Freelance Writers Certificate
- Lean Six Sigma Yellow Belt
- Master of Business Administration
- Master of Education
- Master of Science in Management (MSM)
- MCSE2011
- Mobile app development – CODEPATH 2020
- Nonprofit Essentials Certification
- Project Management Professional (PMP)
- Security+ Certification

### Key Skills & Expertise

#### Administrative

- Adobe Acrobat
- Change management
- Customer service liaison
- Data analysis
- Employee engagement and retention
- Invoicing
- Microsoft Office Suite
- Organizational needs assessment
- Project management methods
- Surveys and focus groups
- Training facilitation



# Key Skills & Expertise

## Technical Writing

- Blog writing
- Copy writing
- Grant writing
- Internal and external communications
- Marketing campaign development
- Mastery of MLA and APA style guides
- Proofreading
- Web content strategy

## IT

- 3dcart eCommerce platform
- Beaver Builder
- Elementor
- Experience hosting support (GoDaddy, WP Engine, Shopify, and Wix)
- Fusion Builder
- Shopify
- Squarespace
- Website updates
- Weebly
- Wix
- WooCommerce
- WordPress (using MySQL and PHP), including plug-ins

## Multimedia Production & Management

- Mastery of a variety of publishing technology and interactive presentation formats
- Product photos
- Social media management, including
  - Content calendar creation
  - Engagement
  - Group management
  - Schedule creation and posting
  - Software platforms (Hootsuite, MeetEdgar, Mad Mimi, Mailchimp)
- Video editing
- Video production

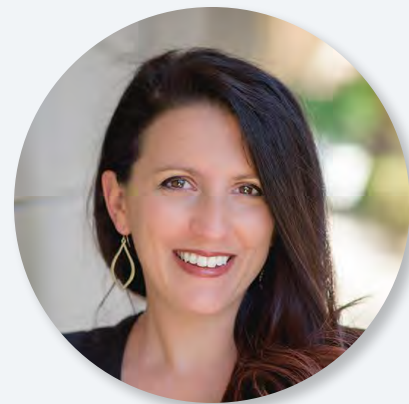
## Graphic Design

### Skills

- 508 compliance
- CSS3
- Data visualization/infographics
- e-Book design and development
- Front-end web development
- Git
- HTML5 & XHTML
- LESS
- Logo creation
- Magazine and publication design
- Presentation design
- Typography
- User research
- UX/UI design
- Wireframing and prototyping

### Software Proficiency

- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Photoshop
- Canva
- PicMonkey
- Pulse Embroidery Software



### Jessica Bertsch, Founder and President of Powerhouse Planning, LLC

As a Coast Guard spouse, Jessica's firsthand knowledge of the sacrifices and unique challenges military spouses face led to her creation of Powerhouse Planning, a company devoted to providing clients with remote team solutions through employment of skills and talents of military spouses and other remotely located individuals. Since founding Powerhouse in 2012, Jessica has cultivated the corporate climate and strategic direction of the company to grow revenue by over 2,000%, utilizing over 100 military spouses in eight states, ensuring all military branches are represented, and retaining half of freelance team members for over four years. Moreover, Jessica has instituted the Powerhouse "Share the Goodness" initiative, donating 10% of the company's annual revenue to make a difference locally and globally. Jessica's passion to contribute to local, national, and international charitable initiatives drives her to volunteer her time and talents as well, including in her various leadership roles within the Alpha Omicron Pi Women's Fraternity.

Before starting Powerhouse Planning, Jessica served as the chief administrative officer for VSD, LLC. She was responsible for the development and coordination of the company's marketing efforts, human resources, security, project management, and compliance. During her tenure, she helped grow the company from \$3M in revenue to \$15.5M. She also served as the senior editor of *Proven: Beyond the Process*, an 8,000-circulation quarterly industry magazine. Jessica facilitated VSD's acceptance into multiple networking associations that greatly expanded their global reach.

Jessica's expertise is in maximizing productivity in the core commercial functions of education, training, and program delivery-type organizations. She spent nearly a decade in the administration and operations of higher education programs. Jessica has held senior project management roles in national-scale management development initiatives and has worked hand in hand with the leadership of some of the top academic institutions, including Purdue University; University of California, Berkley; Cornell University; University of Chicago; Michigan State University; and more than 25 other institutions across North America.

Jessica earned her Bachelor of Science in radio, television, and film from Indiana State University and her Master of Education in higher education and leadership from the University of Arkansas.

Jessica Bertsch, President  
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