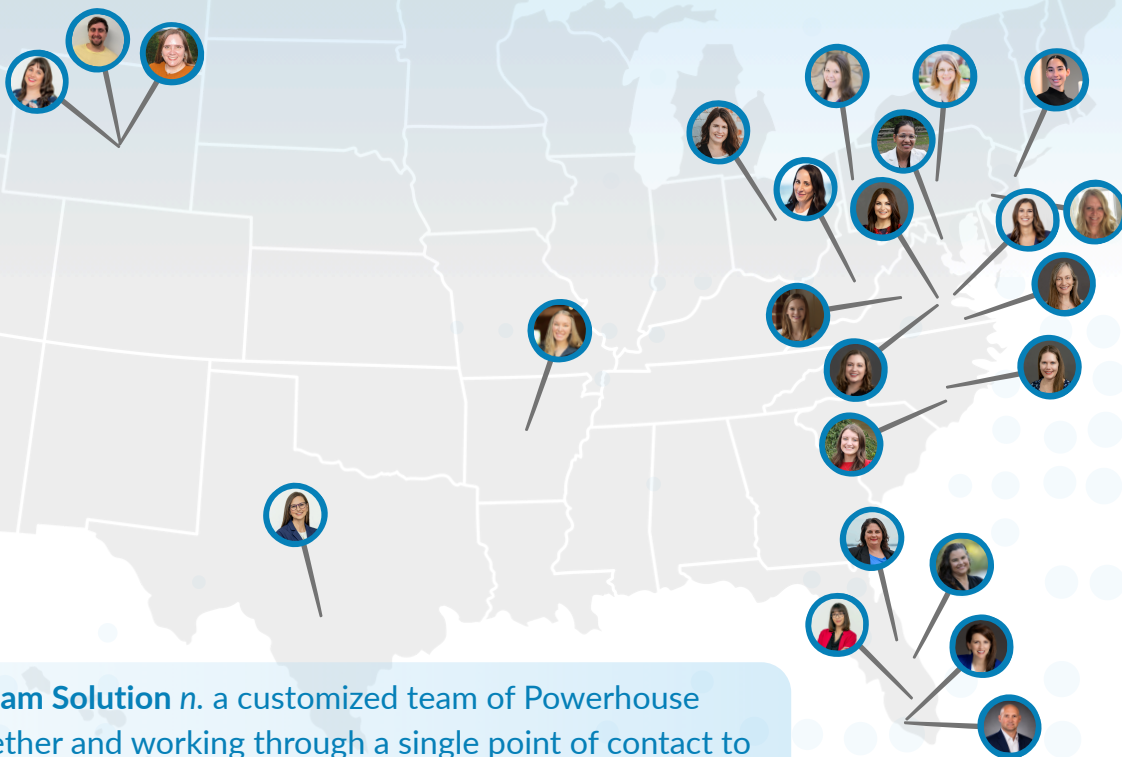




Powerhouse Planning Team Overview



Powerhouse Planning Team Solution is 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 >>>

- 56% of our team has been with us for over three years.
- Almost 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 & CERTIFICATIONS >>>

Associate in Network Management
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
Doctor of Business Administration
Master of Arts, English
Master of Arts, Professional Writing
Master of Arts, Strategic Public Relations

Master of Education
MCSE2011
Mobile app development - CODEPATH 2020
Nonprofit Essentials Certification
Project Management Professional (PMP)
Security+ Certification
Master of Science, Integrated Marketing Communications
Demandbase One Foundations Certification
HubSpot SEO II Certification
Google UX/UI Certification

KEY SKILLS & EXPERTISE >>>

ADMINISTRATIVE

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

KEY SKILLS & EXPERTISE >>>

TECHNICAL WRITING

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

IT >>>

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

MULTIMEDIA PRODUCTION & MANAGEMENT >>>

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

GRAPHIC DESIGN >>>

SKILLS

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

SOFTWARE PROFICIENCY

Adobe Illustrator	Canva
Adobe InDesign	Figma
Adobe Fresco	Procreate
Adobe Lightroom	PicMonkey
Adobe Photoshop	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 families face led to the creation of Powerhouse Planning, a company devoted to providing clients with high-impact remote team solutions through the skills and talents of military spouses, military kids, veterans, and other remotely located professionals. Since founding Powerhouse in 2012, Jessica has shaped the company's corporate climate and strategic direction, growing revenue year over year, engaging over 100 military spouses across 16 states, ensuring representation from almost all military branches, and retaining more than half of the freelance team for more than three years. She also established Powerhouse's "Share the Goodness" initiative, donating 10% of annual revenue to support local and global causes.

In 2024, Jessica's leadership was further refined when she was diagnosed with multiple sclerosis (MS), a moment that reinforced her commitment to authenticity, strengths-based leadership, and workplace wellness. Leading with transparency and trust, she believes organizations are strongest when people are empowered to contribute fully as they are. This philosophy continues to guide Powerhouse's people-first culture and long-term success.

Before founding Powerhouse Planning, Jessica served as chief administrative officer for VSD, LLC, where she oversaw marketing, human resources, security, project management, and compliance.

During her tenure, she helped grow the company from \$3M to \$15.5M in revenue and served as 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 lies in maximizing productivity across education, training, and program-delivery organizations. She spent nearly a decade in higher education administration and operations and has held senior project management roles in national-scale leadership development initiatives. Her work has included collaboration with leadership at top academic institutions such as Purdue University, University of California, Berkeley; Cornell University; the University of Chicago; Michigan State University; and more than 25 institutions across North America.

Jessica holds a Bachelor of Science in radio, television, and film from Indiana State University and a Master of Education in higher education and leadership from the University of Arkansas. She is also a Gallup® Certified Strengths Coach and an active volunteer with Alpha Omicron Pi women's fraternity.



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