

## JANELLE M. KENNY

**CHIEF SUNSHINE MAKER | SHINE BRIGHT MARKETING | DENVER, CO      2016-PRESENT**



### WORK EXPERIENCE

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**MARKETING DIRECTOR | SOL...STORE OF LINGERIE | DENVER, CO      2000-2015**

During my 15 year tenure at SOL Lingerie grew into one of the country's leading lingerie stores specializing in bra fitting and fine European intimate apparel. As Marketing Director I created a Customer Relationship Management system and utilized the data to execute the Marketing Plan and Strategy. Responsibilities included establishing and executing the advertising and marketing ad budget, producing in-house annual advertising campaigns, increasing brand awareness, messaging, and consistency across platforms, coordinating direct mail design and delivery, event management and production, and garnering press and publicity. While with the company I managed the design and roll-out of four iterations of websites, and oversaw the integration of store and website inventory for e-commerce.

- Company sales increased 270% during tenure
- Successfully created, implemented and tracked marketing programs utilizing the data in the CRM program I created. Since 2011:
  - Number of annual customers increased 25%
  - Average yearly spend by customers increased 28%
  - Number of repeat customers increased 61%
  - Top customer annual spend increased 90%
  - Number of top customers increased 85%
  - Frequency that top customers shopped annually increased 33%
- Designed and developed four iterations of websites, including e-commerce
- Executed annual branded marketing campaigns and photoshoots, including SOL Air which was nominated for OAAA OBIE 2011 award for outdoor billboard
- Created, implemented and tracked marketing program with response rates upwards of 30%



- Launched company Facebook page and obtained 12,000 likes within 24 months
- Designed and conducted customer feedback surveys, garnering 2500 responses in 5 days
- Successfully garnered national press and facilitated SOL owner Cindy Johnson's appearance on the Today Show nine times.

#### **OPERATIONS MANAGER | SOL...STORE OF LINGERIE | DENVER, CO**

- System Administrator: Designed and implemented hardware and software for server-based network;
- Website: Designed, produced and maintained e-commerce site
- Public Relations: Garnered press and publicity via press kits and producing in-store events

#### **CALL CENTER MANAGER | SOL BRIDE (affiliate of Sol...store of lingerie) | DENVER, CO**

- Helped launch national bridal lingerie catalog company
- Managed call center: Supervised employees, created schedules and managed orders
- Network administrator: Planned, organized, implemented and installed computer network

#### **TECHNICAL SUPPORT REP | COLUMBINE JDS SYSTEMS | DENVER, CO      1997-2000**

- Provided technical support for Compaq Alpha and Vax servers, PCs and printers
- Conducted on-site setup and training of servers and PCs to clients

#### **EDUCATION**

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##### **CORNELL UNIVERSITY | BS | 1992-1996**

SUNY Brockport Paris Social Science Program | Paris, France, 1995

#### **LEADERSHIP & ORGANIZATIONS**

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- Co-Founder of International Travel with a Purpose Meetup, April 2017 – present
- Leads Group 1, Denver Metro Chamber of Commerce, Vice President, 2016 - 2017
- Toastmasters, 2016 - Present
- Cornell Club of Colorado, 2012 - Present
- Cherry Creek North BID Board of Directors, 2011-2015
- Volleyball Team Captain (D1), MVP, Dean's List, Red Key Honor Society 1996

#### **COMMUNITY**

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- ACC First Friends Program. Assisting refugees acclimate to Denver, Feb 2017- present
- Global Volunteer Network: Helping with post-earthquake disaster relief in Nepal, Sept 2015
- Volunteered teaching bra fitting and business skills to women working in Free the Girls Bra Store in Kampala, Uganda, November 2015
- The Real Uganda Volunteer: Worked with women's groups in rural Uganda. December 2015