

JANELLE M. KENNY



WORK EXPERIENCE

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

Do you run your own business and are unclear on what marketing you should (and shouldn't) do? Do you have a limited marketing budget and don't know the best way to spend it? Did you know it costs 3-30x more marketing dollars to acquire a new customer than retain an existing one?

Modern Marketing is customer centric, data-driven and measurable. We teach entrepreneurs the concepts of modern marketing as well as how to navigate marketing technology and marketing data to give them the confidence to know where to invest their limited time and budgets for the biggest impact on profits.

I founded Shine Bright Marketing to serve a variety of industries, but the commonality is where in the life cycle the company is currently situated. Whether they are a startup or have been around for several years, Shine Bright is usually the first outsourced marketing firm they hire. We conduct a thorough assessment of their data, marketing and industry to help them prioritize next steps, whether it is implementing a CRM, building a website, creating an email marketing strategy or buying social media ads.

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 data-driven marketing plan, managing 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 local, regional and national press and facilitated SOL owner Cindy Johnson's appearance on the Today Show nine times.

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

CORNELL UNIVERSITY | BS | 1992-1996

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



LEADERSHIP & ORGANIZATIONS

- Leadership Denver, Class of 2019
- Founder of International Travel with a Purpose Meetup, April 2017 – present
- Co-Founder of Toward Awakening Travel
- Leads Group 1, Denver Metro Chamber of Commerce, Vice President, 2016 - 2017
- Toastmasters, 2016 - 2018
- Cornell Club of Colorado member, 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

- ACC First Friends Program. Assisting refugees acclimate to Denver, Feb 2017- 2018
- 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