

JENNA
M A R I E L L E



JENNAMARIELLE.COM



ME.

I'm a performance-driven brand strategy and marketing professional with a decade of experience expanding companies' footprints, accelerating revenue growth, and driving consumer engagement through integrated strategies.

I have an everlasting love for creativity,
passion for inspiration,
and need for success.

My functionality spans across Brand Management, Digital Marketing, Product Marketing, Content Marketing, Business Development, and Graphic Design with notable projects, impactful launches, and impressionable campaigns ranging from Ecommerce Transformation to Global Market Penetration - and everything in between.

Through my ongoing journey, I know that:
strategy is essential and authenticity is power.

Stay true to your craft.

MY BUSINESS.

As a senior marketing leader, I blend brand storytelling with measurable growth. Across luxury design, entertainment, wellness, and consumer goods, I build 360° go-to-market programs that connect creative ideas to commercial outcomes—spanning brand identity, retail and eCommerce, creator ecosystems, experiential, lifecycle, and performance media.

I lead teams with strategic clarity, creativity and operational rigor, translating business goals into simple plans and progressive business solutions by instrumenting the work with experiments and KPIs.

Clients and stakeholders know me for crisp thinking, high standards, creative output, and results.

STRATEGY IS ESSENTIAL & AUTHENTICITY IS POWER.

MY CRAFT.

Brand Positioning & Identity. Define the story, voice, and visual system; build toolkits that scale across channels.

Go-to-Market & Product Launches. Own the marketing plan: audience, messaging, channel orchestration, measurement.

Creator & Community Programs. Design seeding and ambassador motions that turn fans into compounding reach.

Retail & Ecommerce Marketing. Bridge brand and trade: retail media, shoppable content, and conversion UX.

Content Systems & Design. Editorial pillars, asset taxonomies, original designs, and templates to ship quality content fast.

Experiential & Events. From VIP previews to virtual launches—format, programming, and promotion.

CRM & Lifecycle. Journeys that educate, motivate, and retain—grounded in segmentation and tests.

Performance & Analytics. Frameworks, dashboards, and ROAS/KPI rhythms that guide creative and spend.

STAY TRUE TO YOUR CRAFT.

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HUNTER DOUGLAS

HENEP HEALTH

Scope. Identity, Content System, Social, Influencers

Challenge. Enter a crowded CBD market with a brand that signals luxury while staying true to hemp's natural roots.

Strategy. Define a high contrast visual language and a warm, educational voice; architect a content system spanning IG grid design and product storytelling; wrap a micro-influencer shoot into launch to seed UGC at scale.

Execution. Built the brand kit and social templates, crafted copy across channels, and cast wellness creators for an on-brand photo shoot that doubled as a content pipeline.

Impact. Drove a +31% lift in ecommerce traffic post launch while establishing a repeatable content cadence.

Delivered.

- Creator program embedded in brand shoot; UGC pipeline.
- Brand and voice kit used across owned, social, and CRM.
- Grid architecture and editorial pillars that sustain variety.
- Launch cadence correlated with a lift in e-commerce traffic (+31%).





BRAND MESSAGE

The HENEP brand has the look and style of luxury, while telling the story of its Hemp roots and all-natural ingredients.

TARGET AUDIENCE

Individuals looking for premium organic products, with the benefits of CBD, that align with their healthy lifestyle.

VISUAL BRAND

- + clean, high-end graphics
- + dramatic palette
- + rich photography
- + earthy, organic textures
- + accents of natural color

CREATIVE
DIRECTION -
LIFESTYLE
PHOTOGRAPHY



WHAT IS
PHYTO-15?



HENEP
CBD RECOVERY
MIX

100% NATURAL
INGREDIENTS



RELAX.
RELEASE.
RECOVER.



OWNED MEDIA CONTENT PRODUCTION - SOCIAL

INFLUENCER PARTNERSHIPS & BRAND SPOTLIGHTS



@katelyn_hansen
Followers: 2k+



@chaseme_
Followers: 11.1k+



@overtirene
Followers: 10.3k+



@ryantrificana//@genfitdenver
Followers: 2.1K



@ashtonaugustyoga//@yogiapproved
Followers: 25K



@__starseed
Followers: 8K



GOODAIZE CLOTHING

Scope: Brand, Social, Paid, A/B Testing

Challenge. Turn a niche apparel label into a successful DTC brand.

Strategy. Establish a cohesive identity and audience-specific messaging across creative, social, and ads; implement A/B tests.

Execution. Codified brand voice + visual templates; built paid + organic plan; implemented creative and copy testing loops.

Impact. Achieved +50% Instagram followers, +50% Facebook likes, and +10% sales; surpassed the year-end revenue target by \$1K within four months of the new plan.

Delivered.

- Working brand book and storytelling templates.
- Integrated paid + organic plan with ongoing creative tests
- Social growth and sales uplift (+50% IG, +50% FB, +10% sales).
- Community cultivation via UGC + social listening.



PAID MEDIA STRATEGY -
AD CREATIVE A/B
TESTING

 **GoodDaize**
Sponsored · 

~ Embrace your inner sparkle ~

Captivating & unique Cowl Hoods & Kimonos. Handmade with love so that each stitch adds a touch of magic to your wardrobe.



**Golden Goddess Disco Festival
Cowl Hood**
With Hidden Pocket [Shop Now](#)



Rainbow Disco Cowl Festival H
With Hidden Pocket

 Like  Comment  Share

CASABLANCA RECORDS

Scope: Channel Launch, Editorial Pillars, Creator Engagement Challenge. Relaunch a legacy imprint's dormant channels to modern creator standards.

Strategy. Build from the ground up: tone, visual cadence, weekly programming, and fan/creator engagement loops.

Execution. Drafted a pillar-based calendar, seeded creators, and operationalized a reply-culture motion across channels.

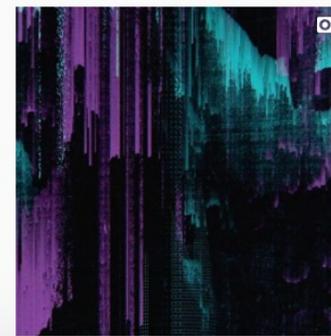
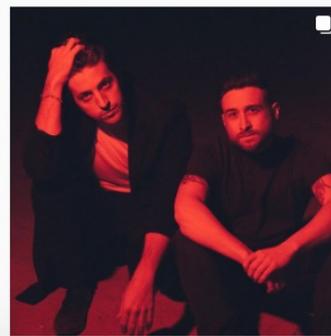
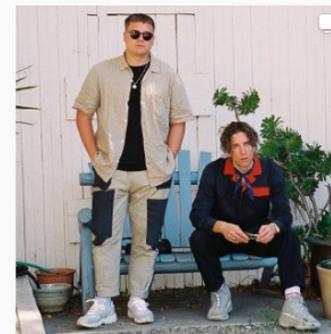
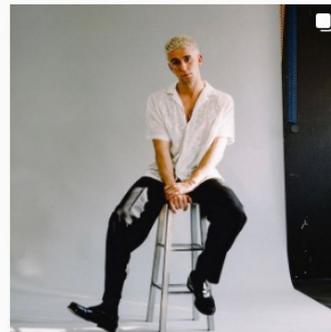
Impact. Grew the creator community +110% across activated social channels, establishing sustainable momentum with consistent engagement.

Delivered.

- Targeted engagement tactics to accelerate reach.
- Zero-to-none channel build.
- Creator seeding and fan features as standing segments.
- Community size and activity growth (+110% creator community).



CONTENT CALENDAR



CREATOR COMMUNITY



KAVINSKY @iamKAVINSKY

24 Nov

ok so get your diary december = new video January = new single
February = 1st album

Retweeted 151 times

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

151
RETWEETS

70
FAVORITES



WEBSTER HALL + GBH EVENTS

Scope. Owned Community, Email, Social Sequences

Challenge. Increase repeat attendance and direct-to-consumer conversion around weekly events.

Strategy. Launch an ambassador-style community channel and implement an 'announce-hype-convert' rhythm across email and social.

Execution. Set up a Facebook Group with programming prompts; built weekly event emails and creative refreshes with promoters.

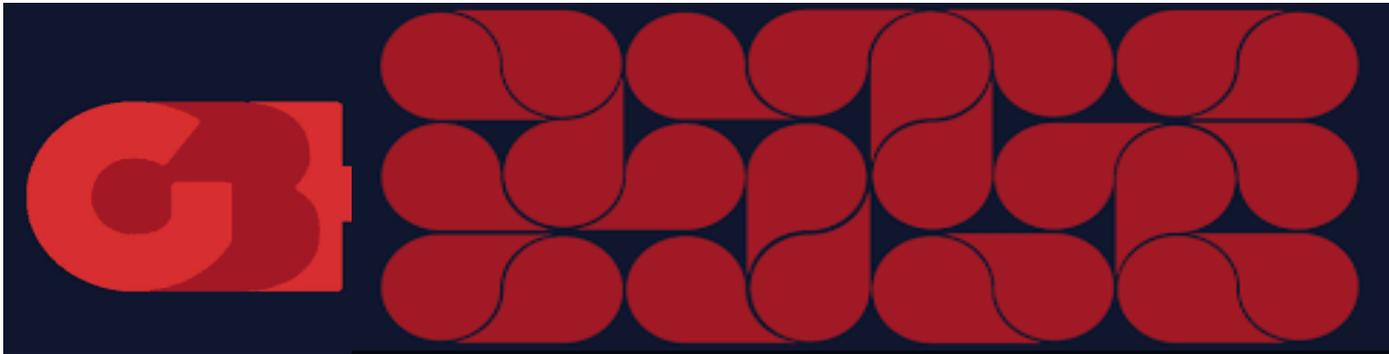
Impact. Delivered +10% follower growth and +15% ticket sales while increasing on-premise conversion predictably.

Delivered.

- Community hub and weekly sequences for event cycles.
- Upward trending conversions (+10% followers; +15% tickets).
- Email/programming cadence aligned to event windows.
- Fandom.



PAID MEDIA



All Campaigns >>
Campaign: **GBH Events** Create Ad for Campaign

Status: Completed Duration (Pacific Time): Nov 12, 2013 2:30pm - Nov 17, 2013 2:30pm Total Estimated Audience: [Redacted]

Results: **145** Cost Per: **\$0.34** Campaign Reach: [Redacted] Frequency: [Redacted] Total Spent: [Redacted] 10/21/2013-11/17/2013 Custom

Page Likes

All Except Deleted Select rows to edit Full Report 2 results

| <input type="checkbox"/> | Name | Status | Objective | Results | Cost Per | Ad Reach | Freq. | Clicks | Click-Through Rate | Avg. Price | Total Spent |
|--------------------------|--|--------|------------|------------|------------|----------|------------|------------|--------------------|------------|-------------|
| <input type="checkbox"/> | GBH Events - Likes - Ad | ✓ | Page Likes | [Redacted] | [Redacted] | 2,016 | [Redacted] | [Redacted] | [Redacted] | [Redacted] | \$14.15 |
| <input type="checkbox"/> | GBH Events - Likes - Sponsored Stories | ✓ | Page Likes | [Redacted] | [Redacted] | 5,089 | [Redacted] | [Redacted] | [Redacted] | [Redacted] | \$35.85 |

2 results

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2013 · English (US)

KIRSCH®

Scope: Retail Media & Pages, Interactive, Video, Virtual Event

Challenge. Relaunch a heritage window coverings brand with a modern, design-led presence across consumer and retail partners.

Strategy. Orchestrate a messaging-first integrated plan: retailer commerce pages, interactive fabric sampling, video awareness, and event marketing.

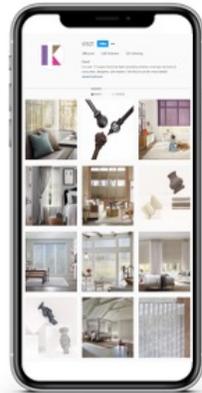
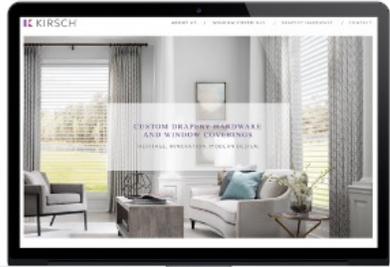
Execution. Built branded retail pages for key partners; shipped an interactive fabric viewer; produced B2C video; designed a 2-hour virtual launch with registration flows and pre/post email drips.

Impact. Generated \$61.5M LTD sales with 30% YoY growth, increased site traffic +95.5%, sessions +110%, and CTA clicks +300%, driving adoption across a national dealer network.

Delivered.

- Integrated channel map + creative system across brand/retail.
- Retailer commerce experiences and shoppable storytelling.
- Rich media sample viewer powering consideration.
- Video + virtual launch event with high attendance and engagement.
- Launch program and channel experiences tied to real adoption and revenue (e.g., \$61.5M LTD; +30% YoY).
- Deepened digital engagement (traffic, sessions, and CTA interaction up materially).





INTEGRATED MARKETING STRATEGY

RETAIL CHANNEL MARKETING + ECOMMERCE

Up to 50% off Clearance

STORES TRACK YOUR ORDER SIGN IN CART (0)

Z GALLERIE

Introduction Overview TRADE How to Create a Gallery Wall CATALOG Search

FURNITURE DECOR PILLOWS ART + MIRRORS LIGHTING BATH TABLETOP BOOKS GIFTS SALE

INTRODUCING KIRSCH CUSTOM WINDOW TREATMENTS

Kirsch® offers a fresh line of custom blinds, shades, draperies, shutters and smart-shade automation. Explore The Catalog.

Kirsch has a 100-year heritage of innovation, quality, and craftsmanship. With Decorview for Z Gallerie, we'll bring the Kirsch showrooms to your home, so you can be confident that your window treatments will look beautiful, perfectly match your home decor and properly fit your window's unique dimensions. You will have access to thousands of window covering options at prices you won't find anywhere else, ensuring you'll find the perfect window treatments to match your style and fit your budget.

Kirsch In-Home or Virtual Design Service Benefits:

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Start your project today and schedule your **FREE** Kirsch in-home or virtual design consultation. Call **1-888-925-1955** or visit <https://zgallerie.decorview.com/kirsch> to schedule today.

BOOK AN APPOINTMENT WITH KIRSCH

featured window coverings

Make it your own with custom shapes, colors, and textures

JCPenney In-Home Custom Window

Schedule an Appointment Shop At Home Experience Current Offer Automation FAQs

Schedule a **FREE** in-home or virtual design consultation appointment. Call **1-800-831-8969** or complete this form.

First Name * Last Name *

Email * Phone *

Address * City *

State * Zip Code * Appointment Type

Select State In-Home

Interested Services

Blinds/Shades Shutters Drapery Automation Exterior Shades

JCPenney Store Associate Information

Last Name

Store Associate # (3 digits) Store # (4 digits)

SEND FORM

For a limited time only!

SAVE UP TO \$1,000*

on Kirsch® Custom Window Coverings and select custom drapery. Offer ends May 29, 2024.

By providing the above information and submitting this form, you hereby agree to receive calls, texts, or emails in connection with your free in-home consultation, account updates, other messages in relation to your order and promotional messages via email, phone, or text. I understand that consent is not a condition of purchase and that I may unsubscribe at any time. You may revoke your consent at any time by replying "STOP" to any of our texts. For more information, check out our [Privacy Policy](#).

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Shop All Services DIY Me Cart

Get It Fast

- In Stock at Store Today
- Window & ready stock
- Free 1-2 Day Delivery
- Same-Day Delivery

Department

- Hardware
- Lighting
- Window Treatments
- Paint
- Cabinet Hardware
- Door Hardware
- Pendant Lights
- Window Shades
- Chandeliers
- Flush Mount Ceiling Lights
- Blinds
- Ceiling Fans
- Track Lighting
- Paint Supplies
- Curtain Rods
- Drawer Pulls
- Door Handles
- Cabinet Hinges
- Cabinet Knobs
- Appliance Pulls
- Pocket Door Hardware
- Ceiling Fans With Lights
- Vertical Blinds
- Cellular Shades
- Roller Shades
- Passage Door Handles
- Dummy Door Handles
- Privacy Door Handles
- + See More Departments

Price

Installed 2

Installed 5

Installed 7

Installed 7

Get a quote during a **FREE** design Consultation

Home Depot Installation Required

Model HCNSTOCH

Kirsch Installed Drapery & Decorative Hardware

Request a Quote

Compare

Get a quote during a **FREE** design Consultation

Home Depot Installation Required

Model HCNSTIS

Kirsch Installed Shades

Request a Quote

Compare

Get a quote during a **FREE** design Consultation

Home Depot Installation Required

Model HCNSTBS

Kirsch Installed Banded Shades

Request a Quote

Compare

Get a quote during a **FREE** design Consultation

Home Depot Installation Required

Model HCNSTTW

Kirsch Installed Woven Woods

Request a Quote

Compare

Installed 10

Installed 2

Installed 3

Installed 2

Get a quote during a **FREE** design Consultation

Home Depot Installation Required

Model HCNSTIS

Kirsch Installed Screen Shades

Request a Quote

Compare

4.2 out of 5

5 star 7526

4 star 1691

3 star 671

2 star 697

1 star 1173

+ See More Departments

Request a Quote

Compare

FABRIC OPTIONS

Explore Kirsch

This is an example of our fabric choices. Please schedule a free consultation with our professional designers for the full collection of colors and textures.



Casteel | Santorini Blue



Casteel
Santorini Blue



Kensington
Ocean Mist



Eckerly
Deep Brown



Kingsley
Precious Ivory



Lambrooke
Granola



Mercier
Ivory Coast



River Run
Dried Basil



First Love
Graystone



Swanton
Antique Red



Talia
Black Tea



ECOMMERCE – DIGITAL SHELF + PDP OPTIMIZATION



Kensington | Ocean
Mist



Kensington
Ocean Mist



Talia | Black Tea



Talia
Black Tea



Mercier | Ivory Coast



Mercier
Ivory Coast

VIDEO MARKETING

The image shows a YouTube video player interface. At the top left, there is a hamburger menu icon and the YouTube logo. To the right is a search bar with the text 'Search'. The main content area features the Kirsch logo, which consists of a stylized 'K' made of three colored shapes (purple, brown, pink) followed by the word 'KIRSCH' in a bold, sans-serif font. Below the logo is the tagline 'HERITAGE. INNOVATION. MODERN DESIGN.' in a smaller, all-caps font. The video player controls are visible at the bottom, including a play button, a progress bar (0:29 / 0:30), a volume icon, a closed captions icon, a settings gear, a full screen icon, and a share icon. The video title 'Kirsch, by Design' is displayed below the player.

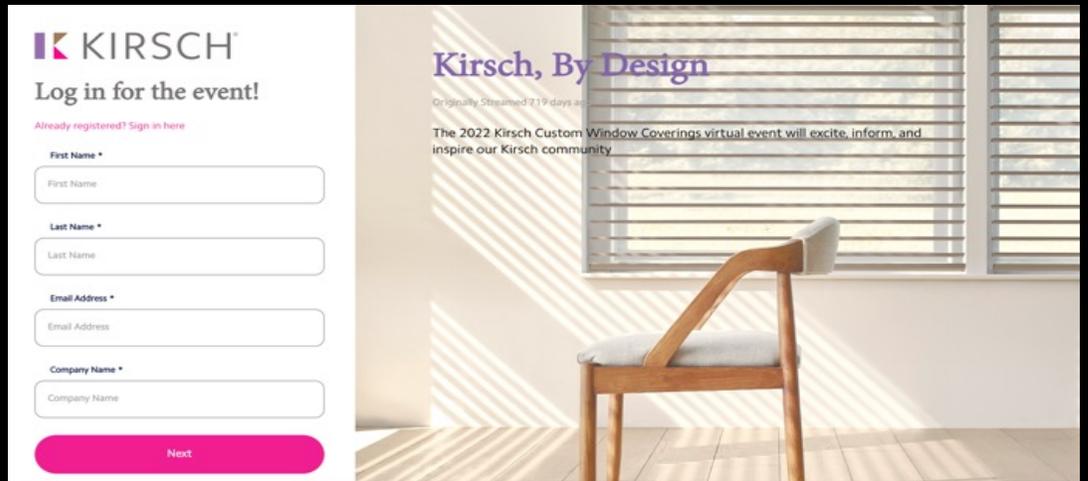
☰ YouTube Search

K KIRSCH[®]
HERITAGE. INNOVATION. MODERN DESIGN.

0:29 / 0:30

Kirsch, by Design

EVENT MARKETING



KIRSCH
Log in for the event!

Already registered? Sign in here

First Name *

Last Name *

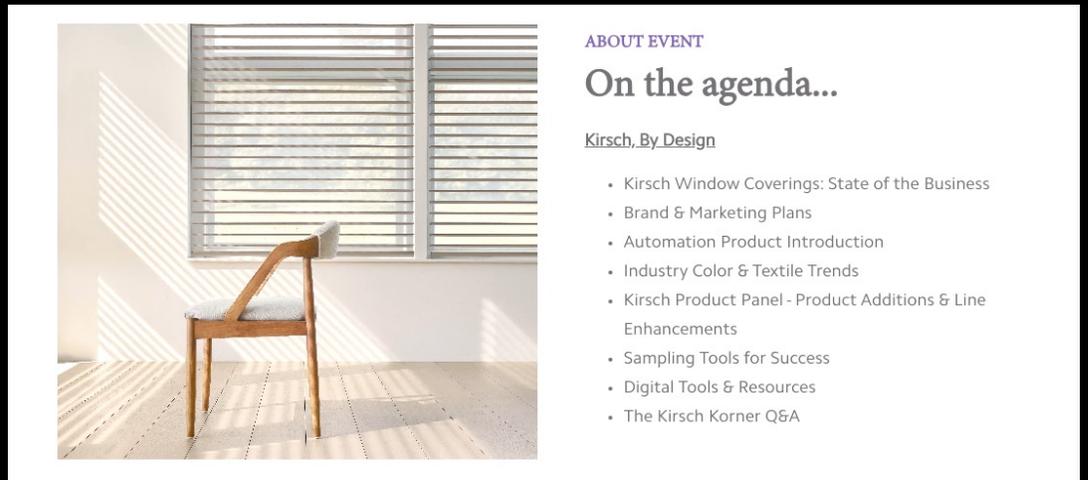
Email Address *

Company Name *

Next

Kirsch, By Design
Originally Streamed 219 days ago

The 2022 Kirsch Custom Window Coverings virtual event will excite, inform, and inspire our Kirsch community.

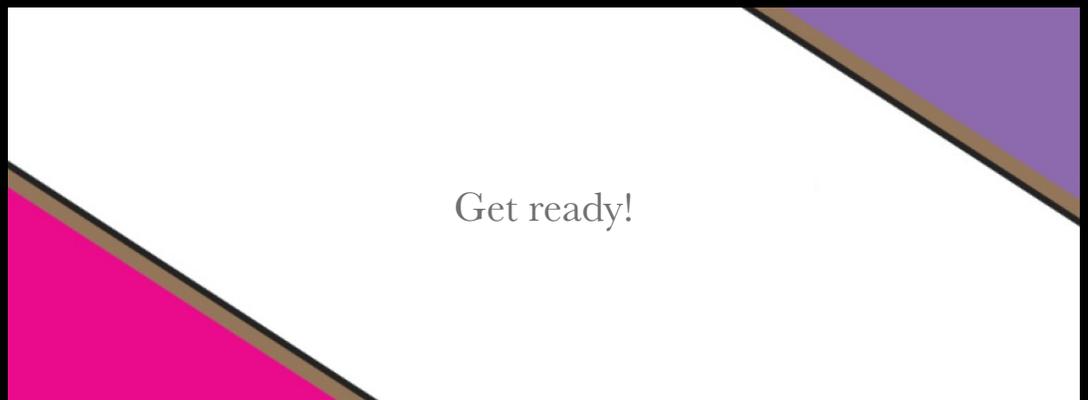


ABOUT EVENT

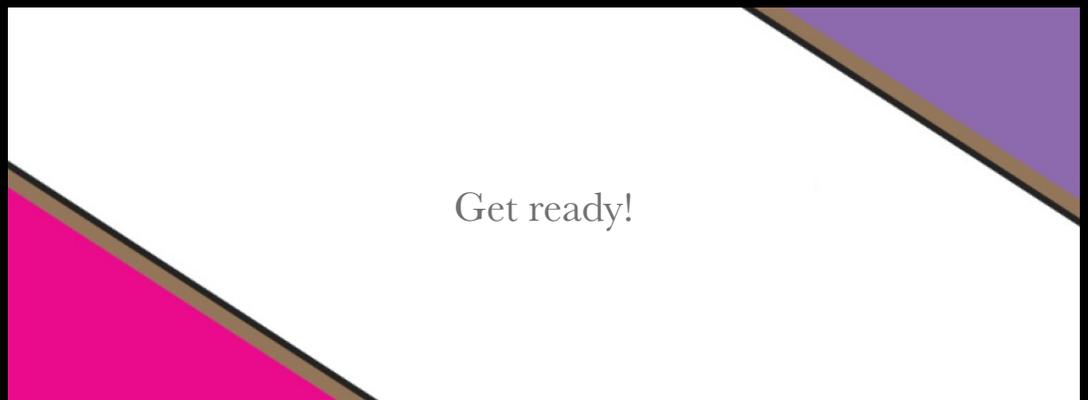
On the agenda...

Kirsch, By Design

- Kirsch Window Coverings: State of the Business
- Brand & Marketing Plans
- Automation Product Introduction
- Industry Color & Textile Trends
- Kirsch Product Panel - Product Additions & Line Enhancements
- Sampling Tools for Success
- Digital Tools & Resources
- The Kirsch Korner Q&A



Get ready!



HUNTER DOUGLAS

Scope: B2B/B2C Journeys, Campaigns, Reporting, Testing

Challenge. Lift education, activation, and retention for consumer and designer audiences across seasonal promotions and product education.

Strategy. Align promotions with segmented journeys; build an enterprise reporting rhythm and a culture of creative/testing iteration.

Execution. Owned orchestration across audiences; executed training/enablement content and knowledge-base downloads; ran ongoing subject and creative tests.

Impact. Delivered 150% two-year annualized ROI; drove 235K email opens on a national sustainability push; sustained gains across site traffic and CTA engagement.

Delivered.

- Segmented journeys with a steady testing and learning rhythm.
- Enterprise campaigns (e.g., 235K opens; 150% two-year ROI).
- Promotion series (e.g., 'Buy More, Save More', tax credit CTAs)
- Training and enablement content that lifted partner activation.





The Clock's Ticking!

Get out on the opportunity to improve your home—take advantage of the new Energy Tax Credit! Purchase select Honeycomb Shades before this year ends and you can receive up to a \$1,200 credit when filing your taxes in 2024.



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OCT 1 - DEC 5, 2023

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EMAIL MARKETING

B - R O L L



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FORM

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