

JENNA
M A R I E L L E



JENNA M A R I E L L E . C O M



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 e-commerce, creator ecosystems, experiential, CRM, 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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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%).





VISUAL BRAND

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

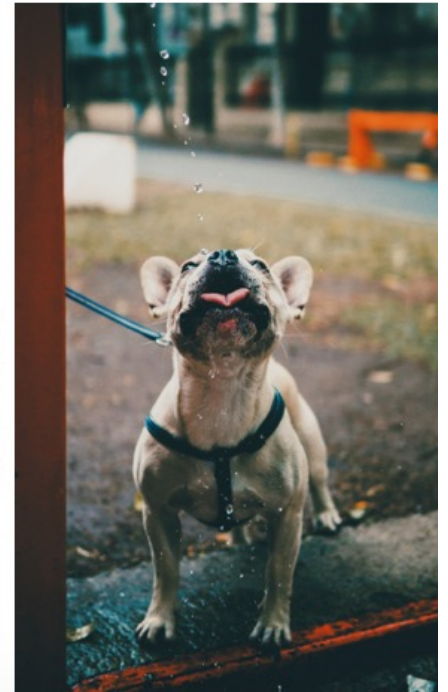
AUDIENCE

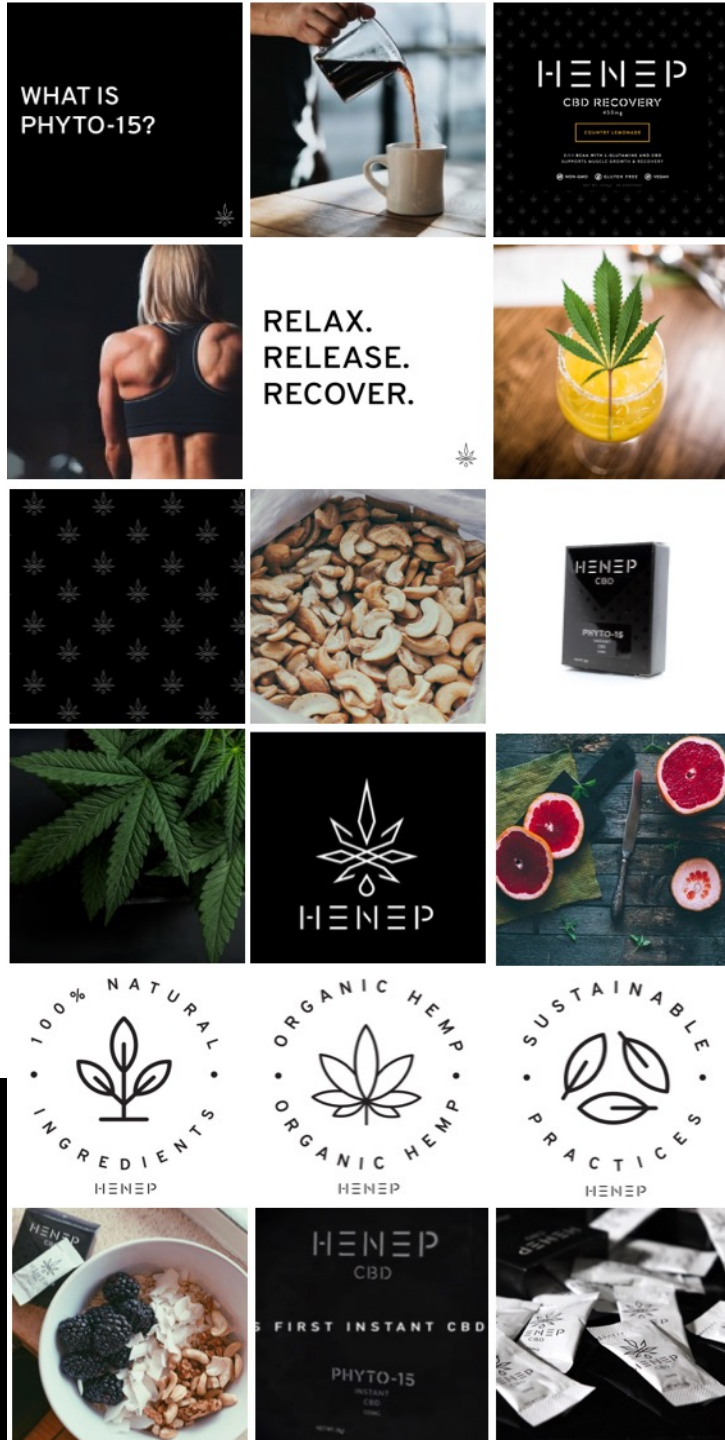
Individuals looking for premium organic products, with the benefits of CBD, that align with their healthy lifestyle.

DIRECTION

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

MOODBOARD





INSTAGRAM MOCK

INFLUENCER PHOTOSHOOT



@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.




AD CREATIVE TESTING

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Cowl Hood**
With Hidden Pocket

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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.

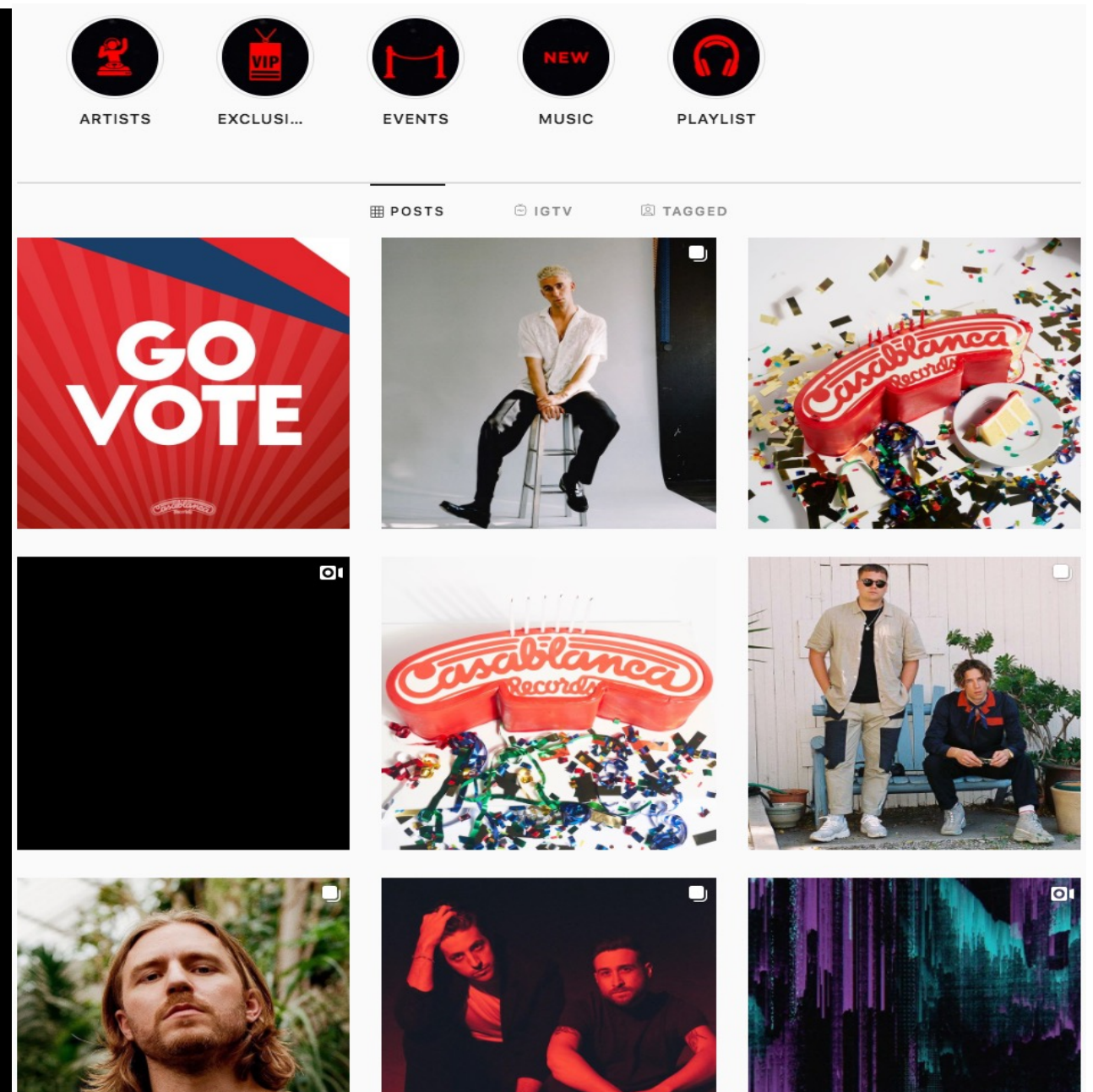
Strategy. Build from the ground up: tone, visual cadence, weekly programming, and fan/creator engagement loops.

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).



WEBSTER HALL + GBH EVENTS

Scope: Owned Community, Email, Social Sequences
Challenge. Increase repeat attendance and direct-to-consumer conversion around weekly events.

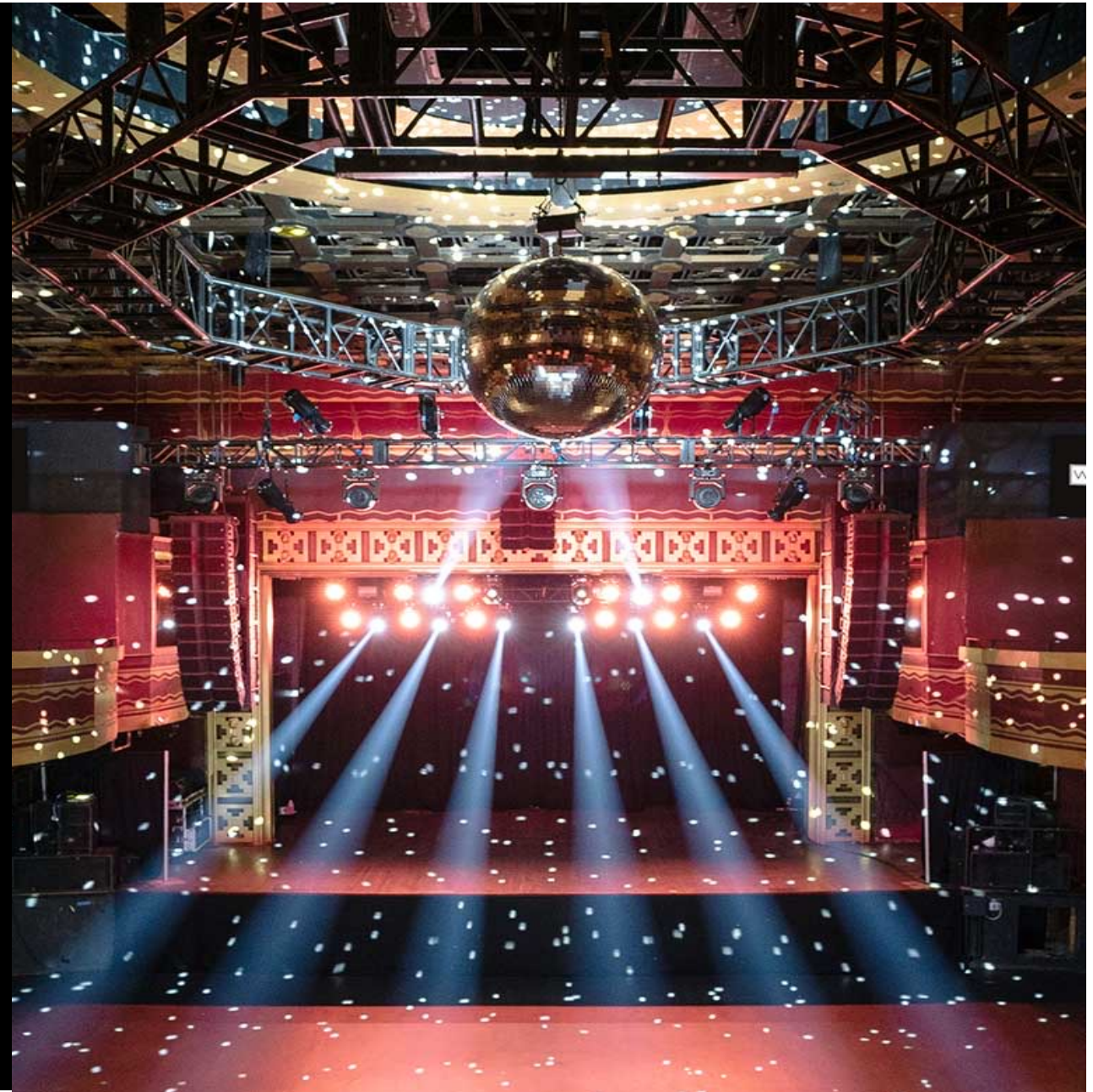
Strategy. Launch an ambassador-style community channel and implement an 'announce-hype-convert' rhythm across email and social.

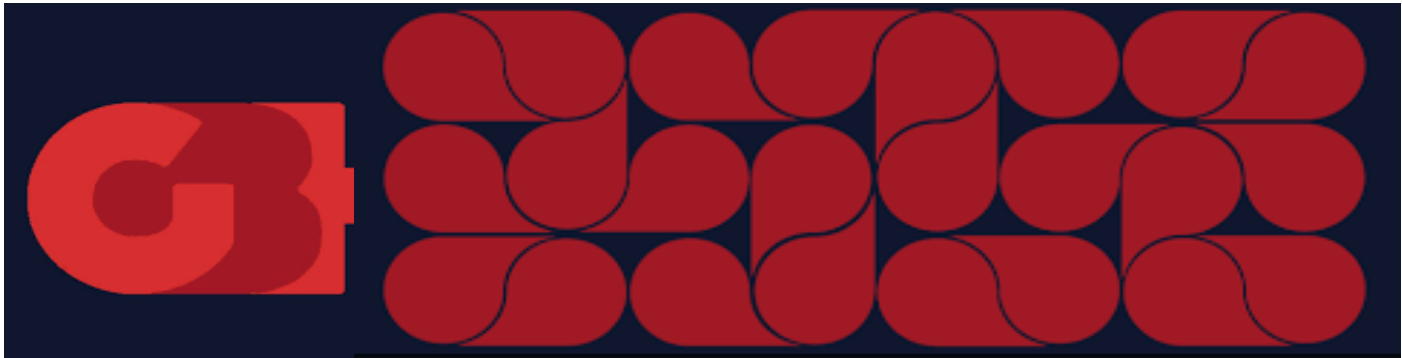
Execution. Set up a Facebook Group with programming prompts; built weekly event emails and creative refreshes with promoters.

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.





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

Name	Status	Objective	Results	Cost Per	Ad Reach	Freq.	Clicks	Click-Through Rate	Avg. Price	Total Spent
GBH Events - Likes - Ad	Completed	Page Likes	[Redacted]	[Redacted]	2,016	[Redacted]	[Redacted]	[Redacted]	[Redacted]	\$14.15
GBH Events - Likes - Sponsored Stories	Completed	Page Likes	[Redacted]	[Redacted]	5,089	[Redacted]	[Redacted]	[Redacted]	[Redacted]	\$35.85

2 results

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PAID MEDIA

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.

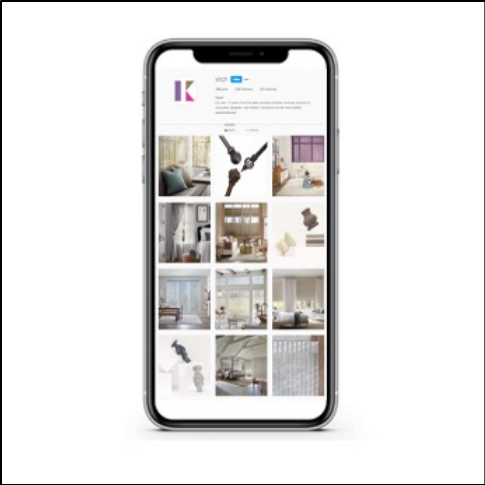
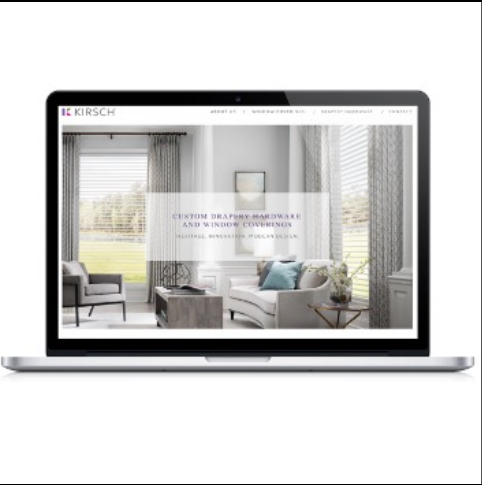
Execution. Built branded retail pages for key partners; shipped an interactive fabric viewer; produced B2C video; designed a 2-hour virtual launch with registration flows and pre/post email drips.

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.

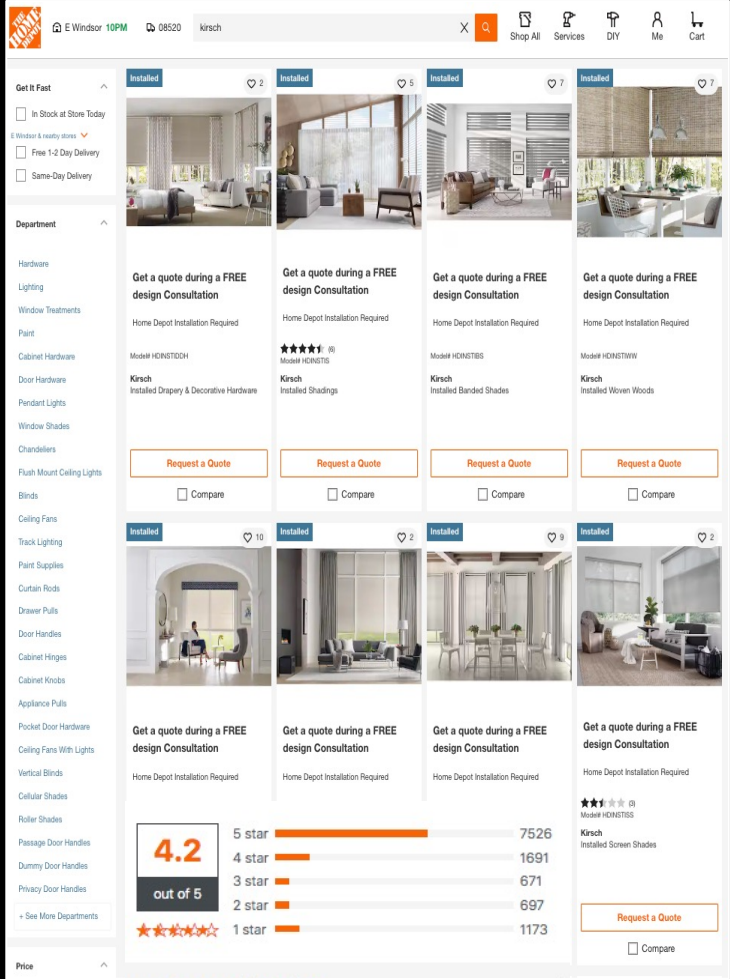
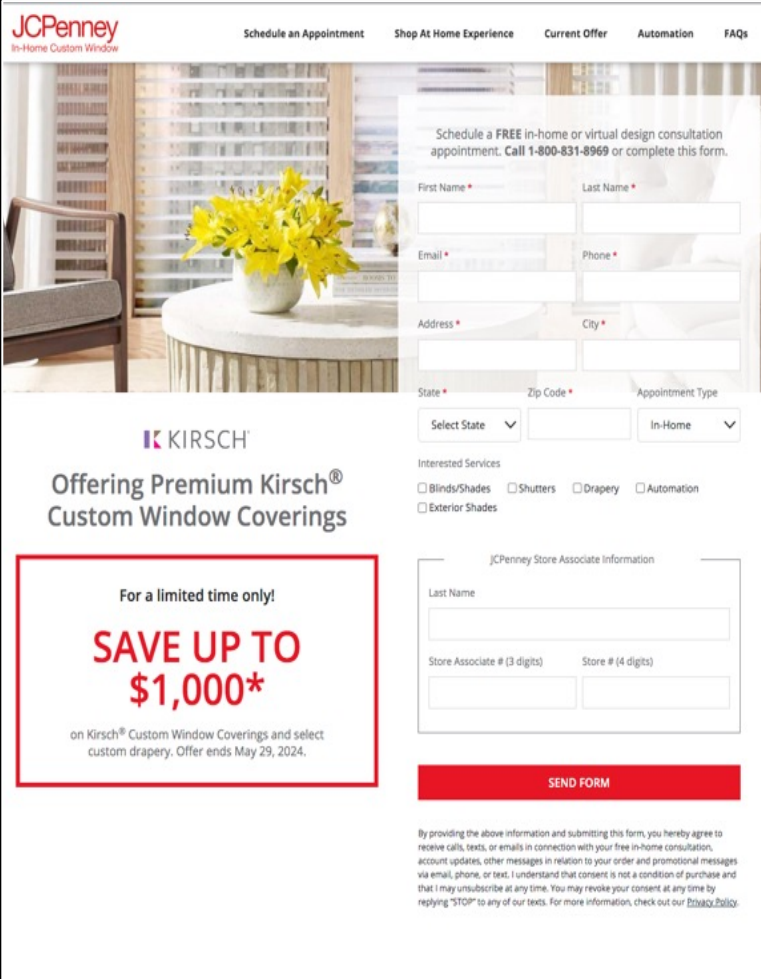
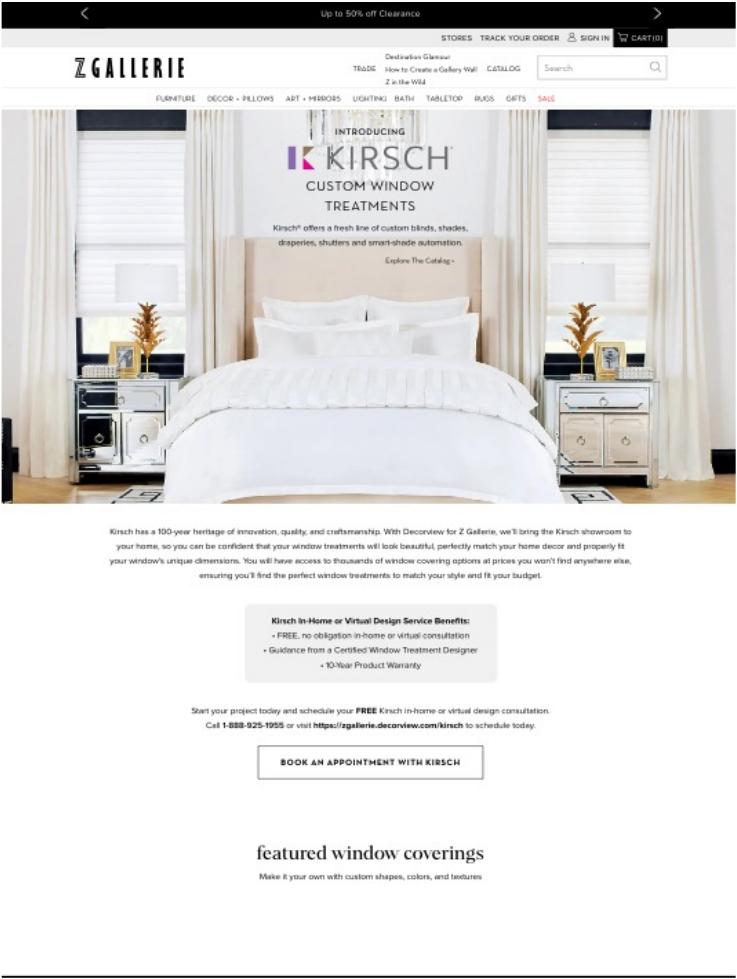
- Integrated channel map + creative system across brand/retail.
- Retailer commerce experiences and shoppable storytelling.
- Rich media sample viewer powering consideration.
- Video + virtual launch event with high attendance and engagement.
- Launch program and channel experiences tied to real adoption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





INTEGRATED MARKETING STRATEGY

DIGITAL + RETAIL MEDIA



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



RICH MEDIA



Kensington | Ocean
Mist



Kensington
Ocean Mist



Talia | Black Tea



Talia
Black Tea

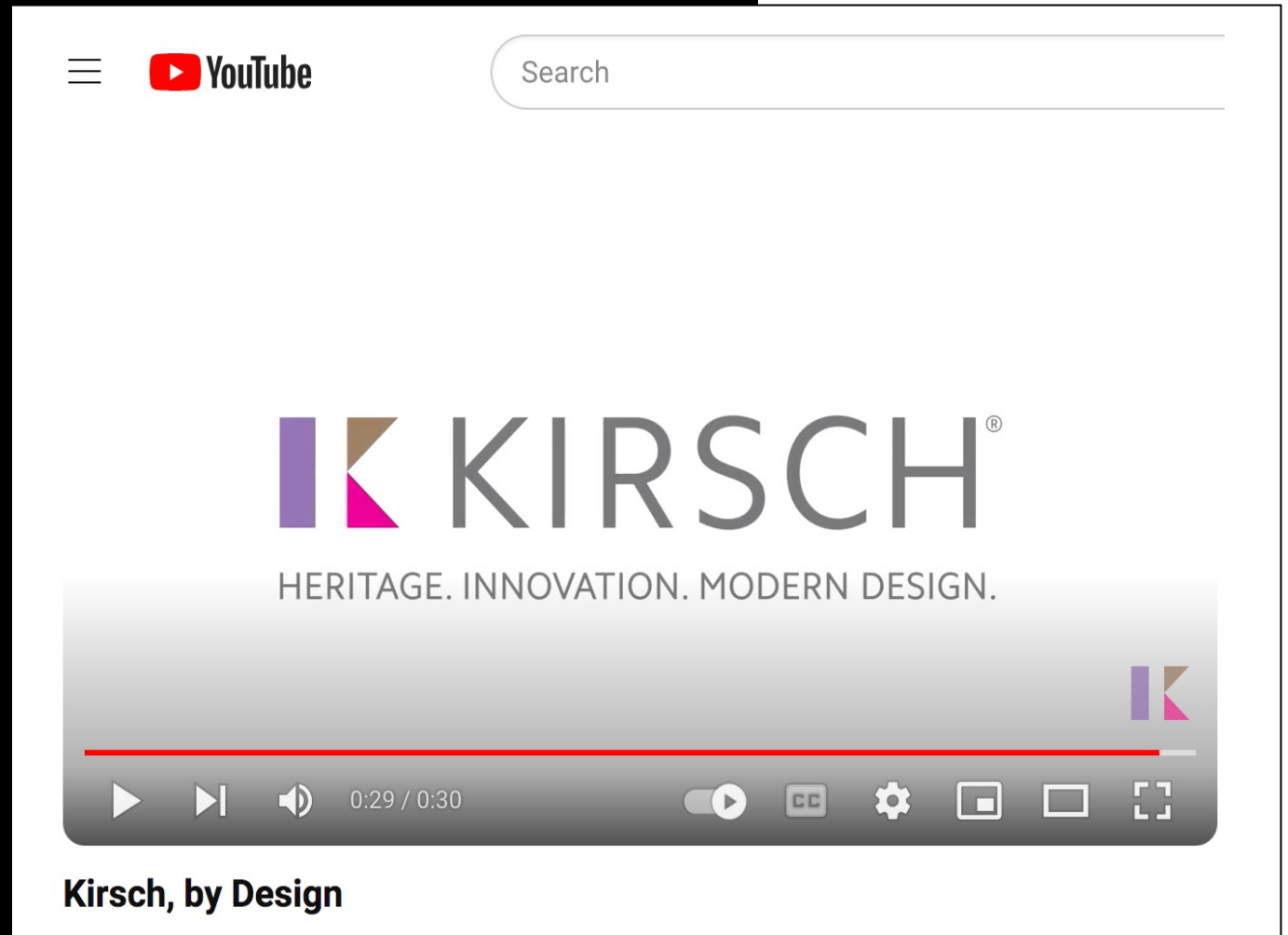


Mercier | Ivory Coast




Mercier
Ivory Coast

VIDEO MARKETING



EVENT MARKETING



Log in for the event!

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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.





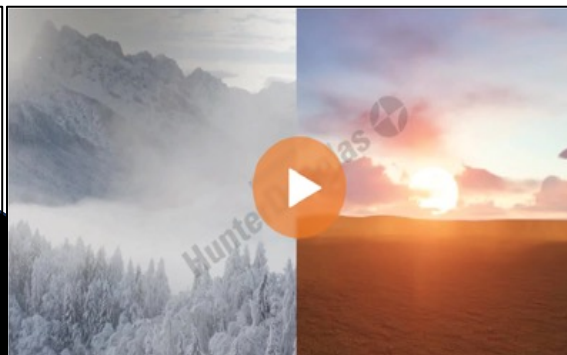
The Clock's Ticking!

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



Enjoy beautifully filtered light and exceptional UV
protection from our most innovative shades, with the
added convenience of smart technology, when you
purchase Silhouette® or Prouette® Window Shades with
PowerView® Automation, now through December 5.

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EMAIL MARKETING

B - R O L L



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