

JENNA
M A R I E L L E



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



ABOUT 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.

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HUNTER DOUGLAS

HENEP HEALTH

Visual Brand Identity

Created an overall look for the brand for consistency across all platforms.

Brand Voice

Wrote copy for communication channels that speaks to the company's target audience.

Content Marketing

Created, coordinated, and planned all image content.

Promotions | Campaigns | Website

Designed event promotion graphics, email newsletter, and website update content.





VISUAL BRAND

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

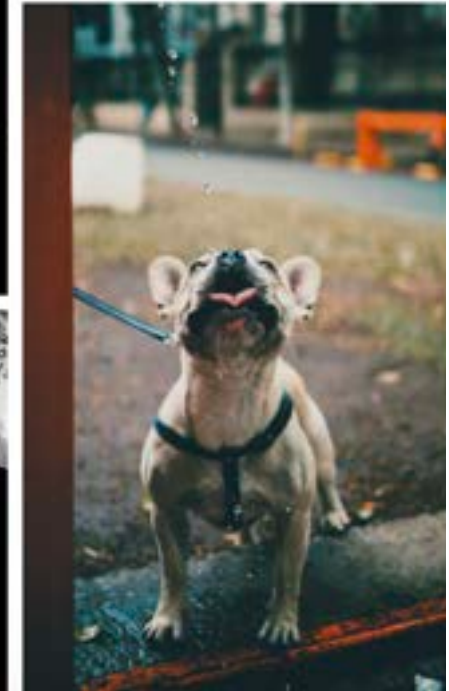
AUDIENCE

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



WHAT IS
PHYTO-15?



HENEPEP

CBD RECOVERY

PHYTO-15

100% NATURAL

INGREDIENTS

ORGANIC HEMP

PHYTO-15

100% NATURAL

INGREDIENTS

ORGANIC HEMP

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100% NATURAL

INGREDIENTS



RELAX.
RELEASE.
RECOVER.



INSTAGRAM MOCK

INFLUENCER PHOTOSHOOT

Built an influencer program around the brand photoshoot by casting models with clout in the local CBD and health spaces who agreed to promote the product for original content and product for personal use.



@katelyn_hansen

Followers: 2k+



@chaseme_

Followers: 11.1k+



@overtirene

Followers: 10.3k+



@ryantrificana//@genfitdenver

Followers: 2.1K



@ashtonaugustyoga//@yogiapproved

Followers: 25K



@__starseed

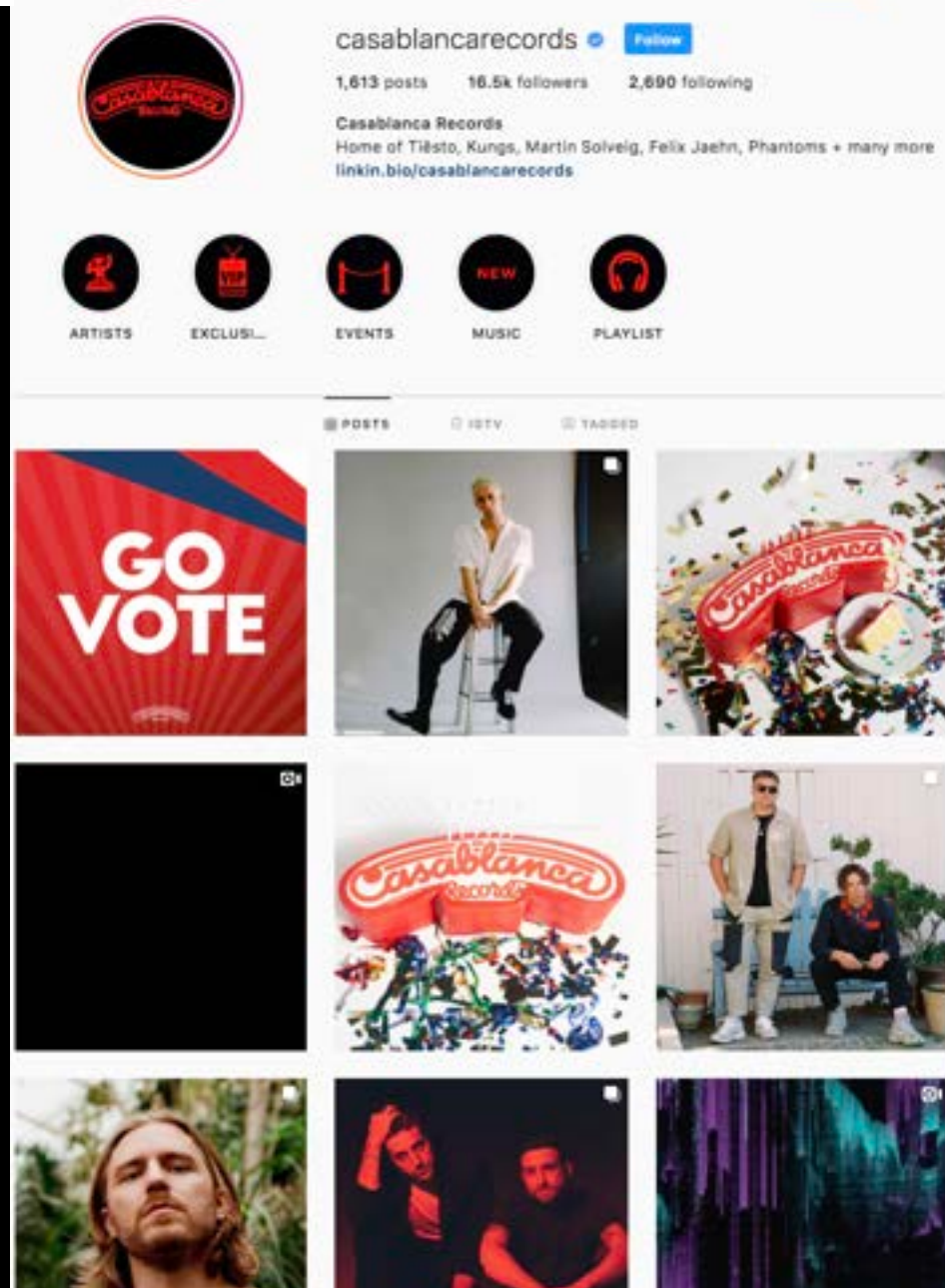
Followers: 8K



CASABLANCA RECORDS

Community Building & Social Media Marketing

Created an online presence and follower fan base from zero using targeted engagement strategies on all social media platforms.



GOODAIZE CLOTHING

Visual Brand Identity

Created an overall look for the brand for consistency across all platforms.

Brand Voice

Wrote copy for communication channels that speaks to the company's target audience.

Content Marketing

Created, coordinated, and planned all image content.

Social Media Marketing

Created a social media marketing plan including targeted paid and organic campaign.



KPIs

Number of likes on Facebook - Increased by 50%

Number of followers on Instagram - Increased by 50%

Sales - Increased by 10%

A/B Testing

Continuously tested different versions of ads

Changed out images within segment specific ads

Changed text to reflect audience

The image shows a Facebook advertisement for GoodDaize. At the top left is the GoodDaize logo, a purple flower-like icon, followed by the name "GoodDaize" and "Sponsored" with a small icon. Below this is the text "~ Embrace your inner sparkle ~" and "Captivating & unique Cowl Hoods & Kimonos. Handmade with love so that each stitch adds a touch of magic to your wardrobe." The main content consists of two side-by-side images of models wearing cowl hoods. The left image shows a woman with dark hair wearing a shimmering, gold-toned cowl hood. The right image shows a woman with blonde hair wearing a shimmering, rainbow-toned cowl hood. Below each image is a product title and a "Shop Now" button. The left product is titled "Golden Goddess Disco Festival Cowl Hood With Hidden Pocket" and the right is "Rainbow Disco Cowl Festival H With Hidden Pocket". At the bottom of the ad are icons for "Like", "Comment", and "Share".

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

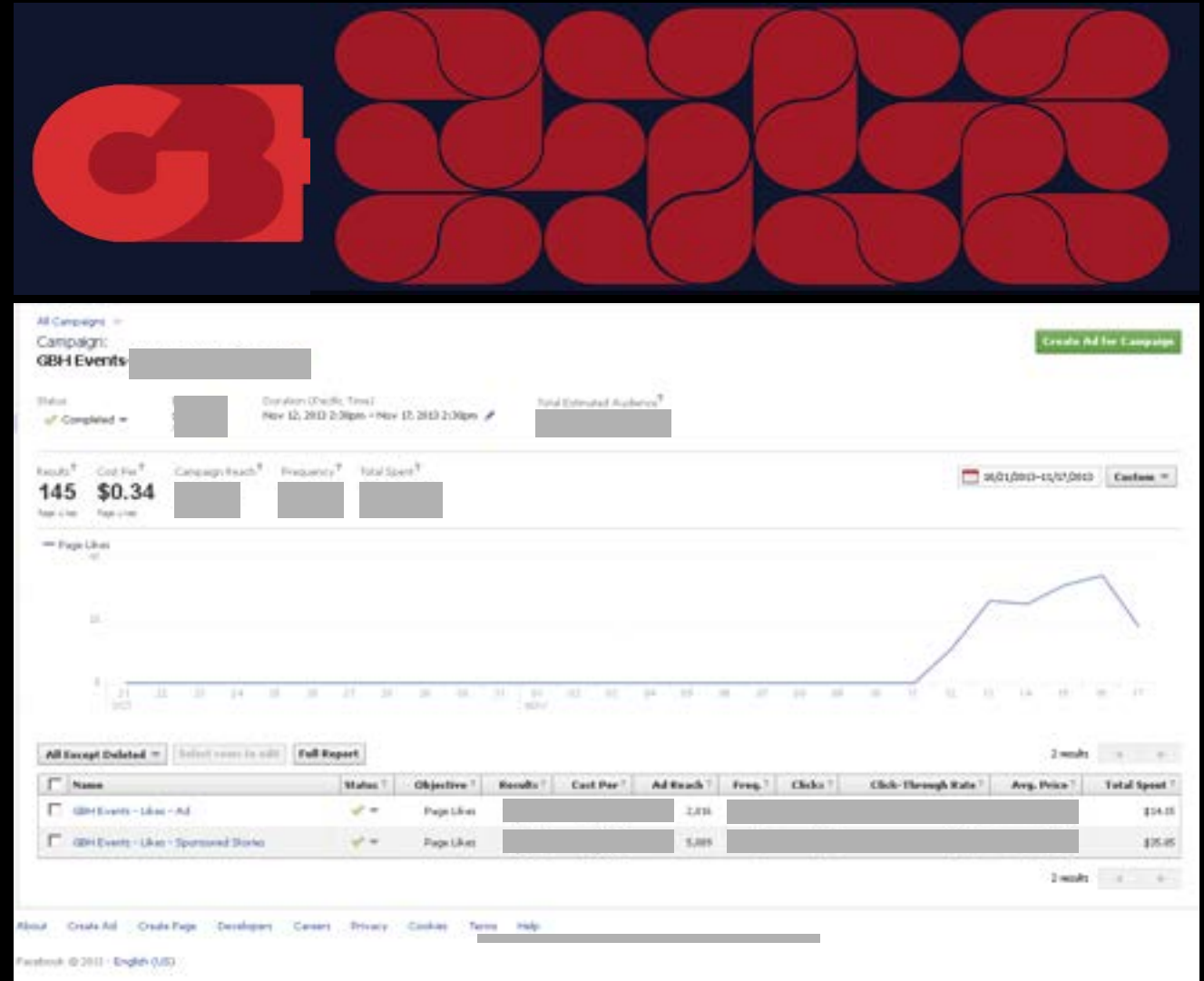
GBH EVENTS

Digital Community Building

Built a loyal community of loyal ambassadors, influencers and fans through an owned social media channel: Facebook Groups.

Paid Social

Designed event promotion graphics, email newsletter, and website update content.



KIRSCH®

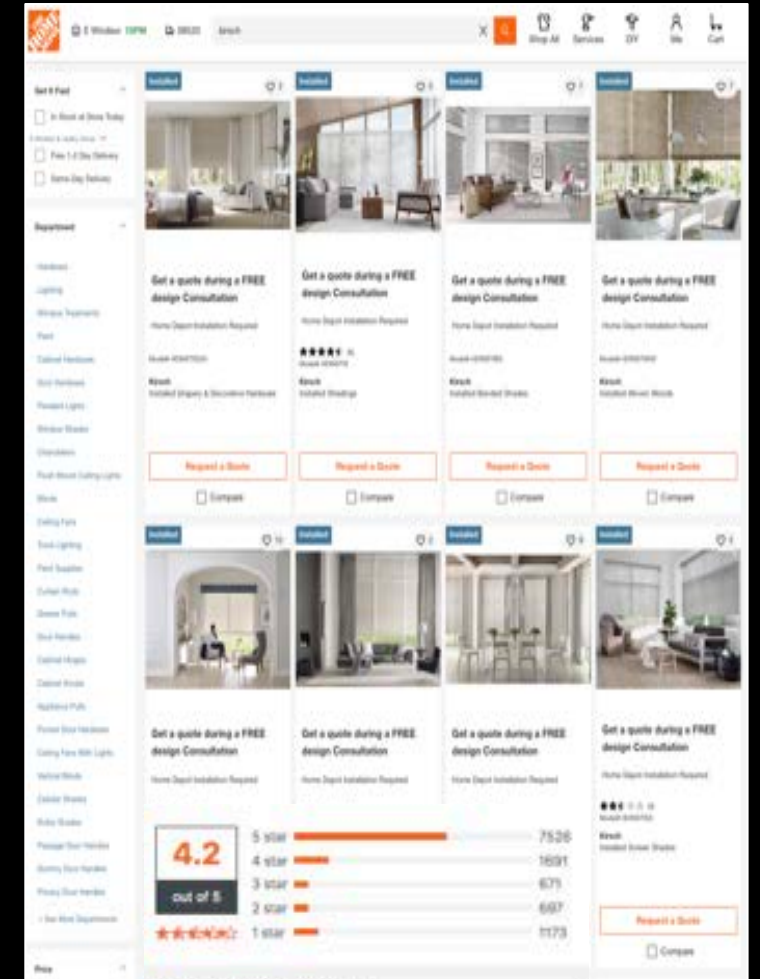
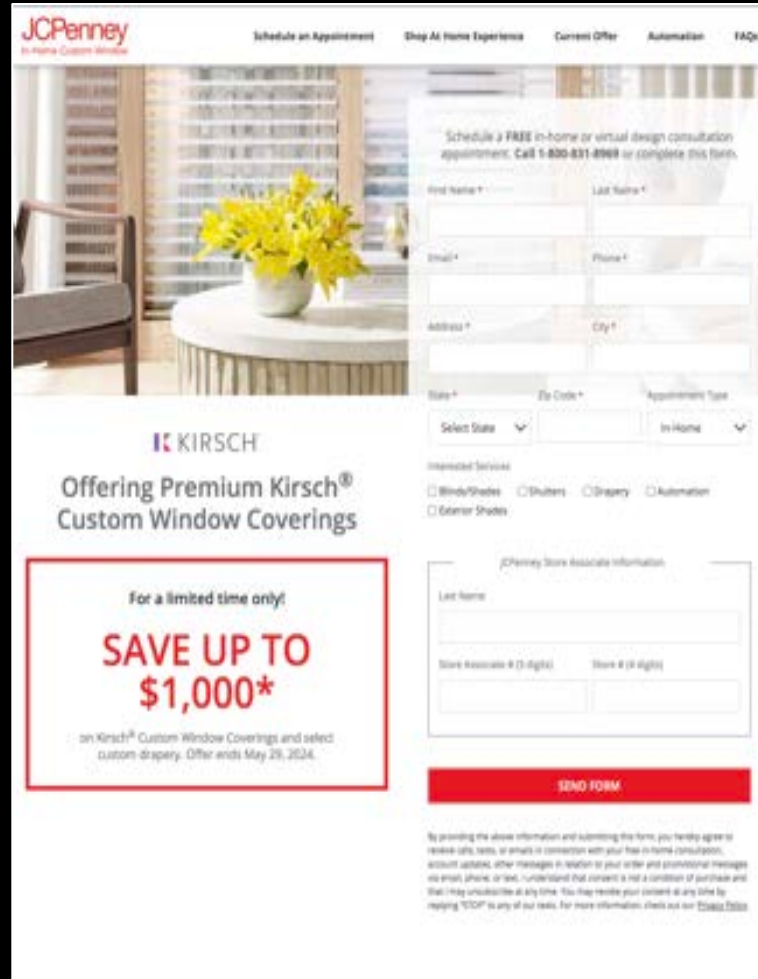
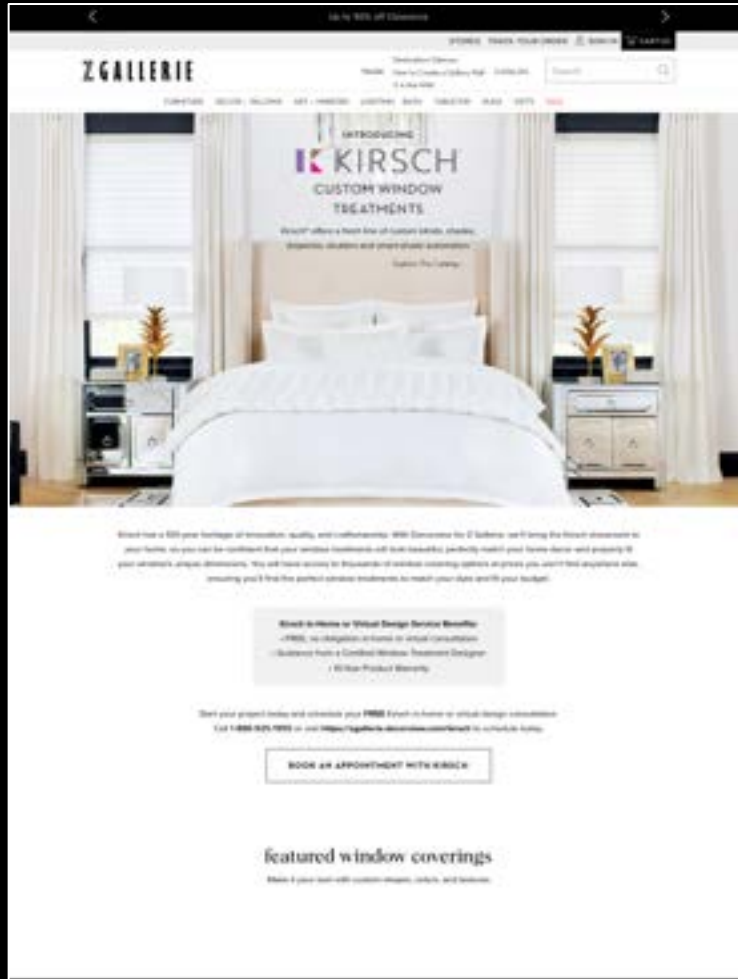


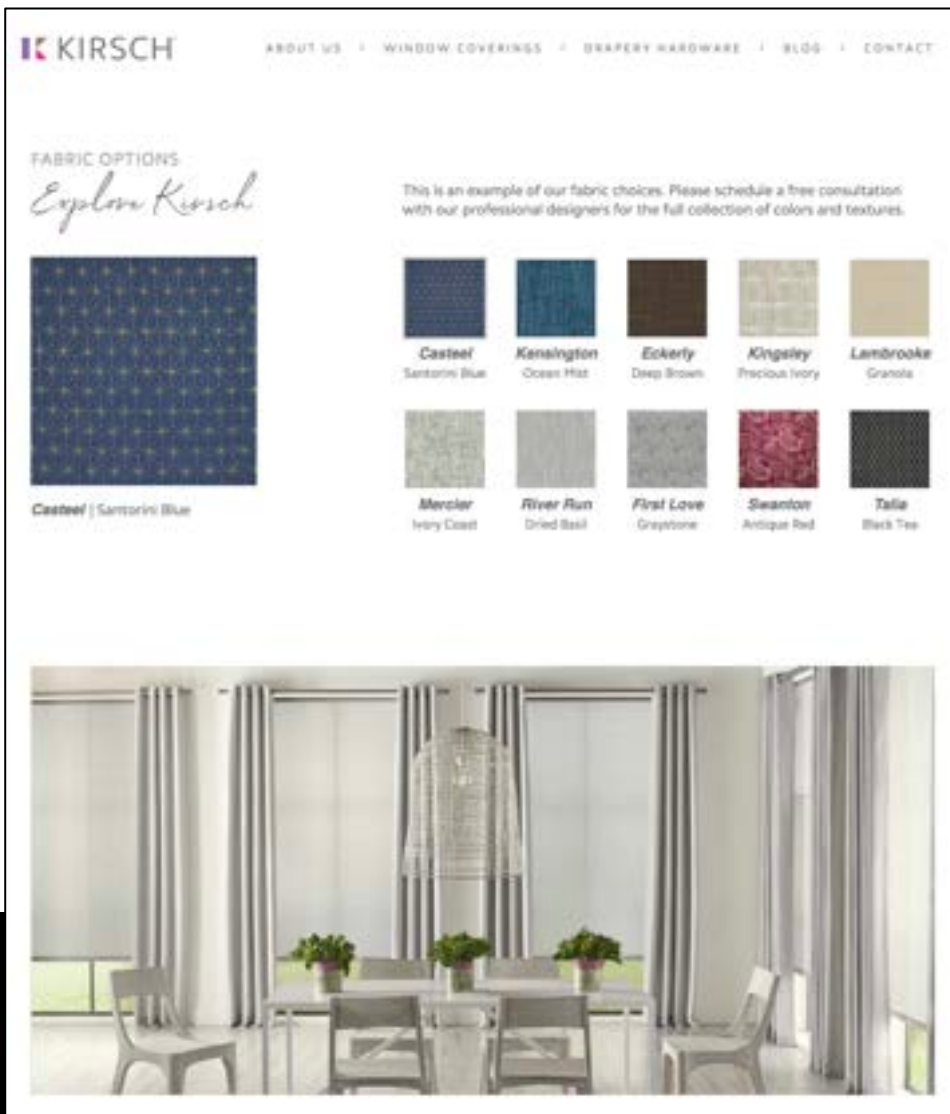
Integrated Marketing Strategy

Implemented a cohesive, messaging focused brand media strategy across all channels.

Digital Retail Media

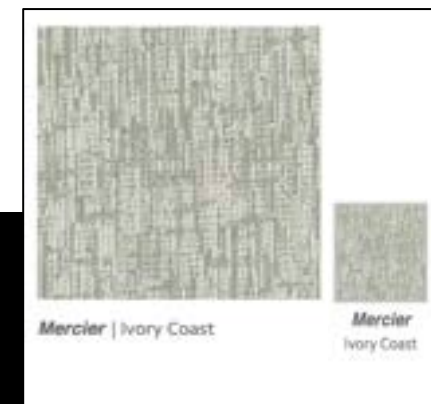
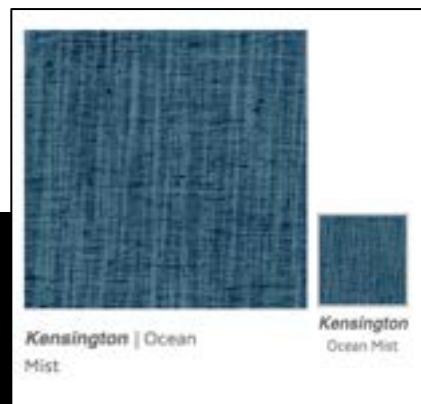
Created strategic branded commerce pages on retailer e-shopping sites.





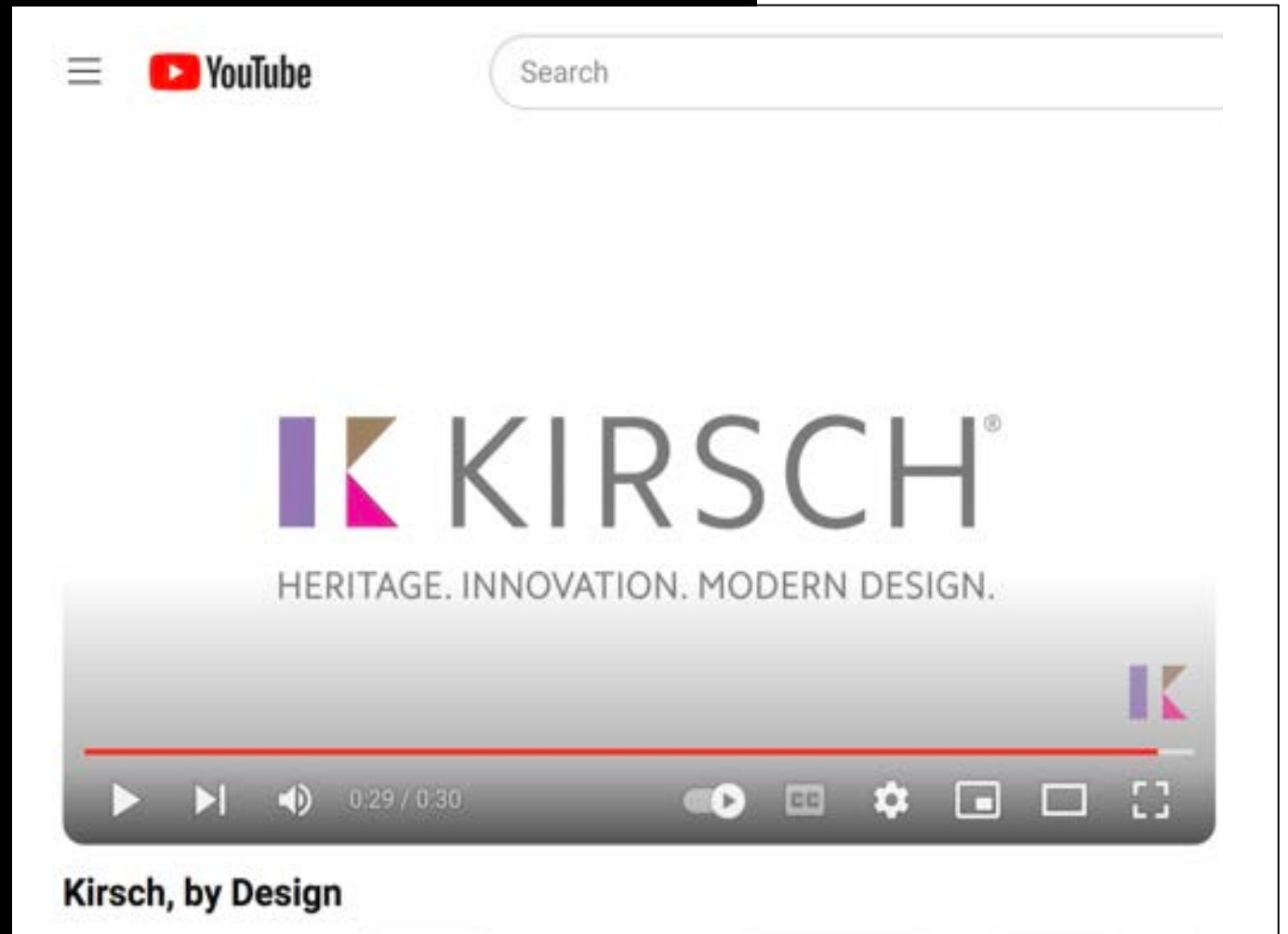
Rich Media

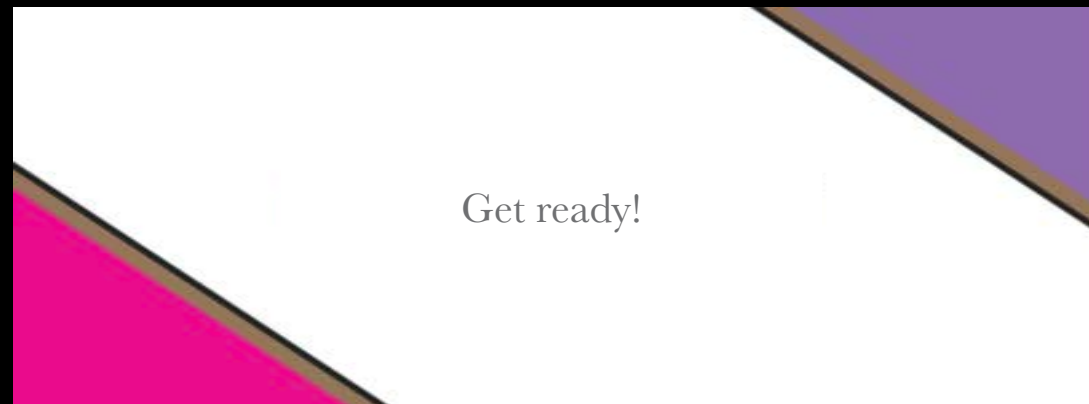
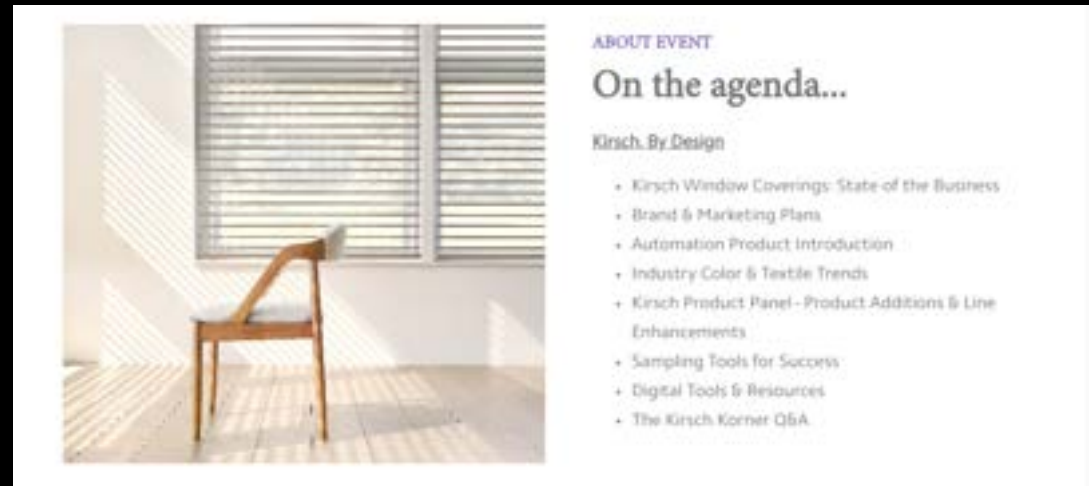
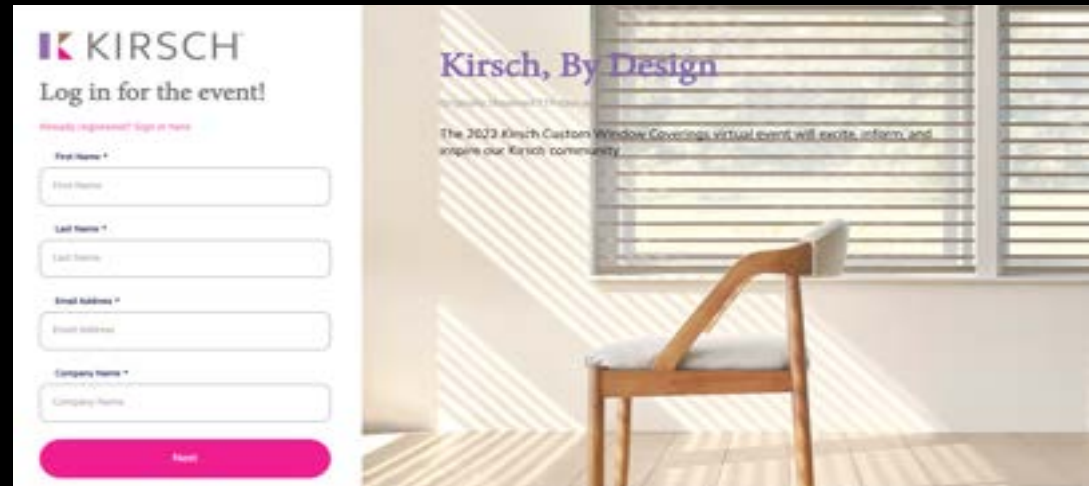
Utilized digital imaging technology to develop an interactive fabric sample viewer on Kirsch.com.



Video Marketing

Lead a B2C brand messaging & awareness video campaign on [YouTube](#) & VidYard.





Event Marketing

Produced 2-hour virtual launch event for 600 attendees, increasing participation rates for company events by 90%. Attendee touchpoints included registration landing page, attendee event portal, drip email campaign pre and post stream.

HUNTER DOUGLAS



The Clock's Ticking!

Don't miss out on the opportunity to improve your 2023 taxes—take advantage of the new Federal Energy Tax Credit! Purchase select Duette® Honeycomb Shades before this year ends, and you can receive up to a \$1,200 credit 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 Proouette® Window Shades with PowerView® Automation, now through December 5.

[Learn More](#)



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Email Marketing

Developed B2B and B2C email marketing campaigns for customer and designer retention and loyalty.

B - R O L L



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