

Kelly Ennis

Marketing, Branding & Communications Professional

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A marketing strategist with over 20 years of experience helping brands grow through effective marketing, branding, and PR strategies. Adept at analyzing data, building brands, and developing B2B/B2C strategies that drive growth, increase revenue, and cultivate customer loyalty while enhancing brand identity. Expertise that spans various industries, with a commitment to boosting corporate image while delivering tangible results.

Leadership Experience

Cultivates Collaborative Marketing Teams
Cross-Functional Team Leadership
Strategic Growth Planning & Goals
Public Relations & Communications
Project/Program Management
Organization Improvement
P&L Accountability
Forecasting & Budget Development
Decomposition Problem-Solving
Client/Vendor Relationship Development
Innovative “*what if*” Thinker

Functional Experience

B2B and B2C Marketing
Brand Marketing: Identity, Strategy
Digital & Traditional Media Planning
Storytelling Through Data
Lead Generation/1st Party Data Growth
Public Relations
KPI Development & Measurement
Experiential Marketing
Go-To-Market Strategy
Multi-Channel Marketing Integration
Email & Social Media Strategy

Industry Experience

Cable/Communications
Hospitality/Food & Beverage
Retail
Energy/Utilities
Grocery & C-Store
Non-Profit
Government
Healthcare/Pharma
Higher Education
Travel
Finance & Insurance

Experience

MANAGER, CLIENT EXPERIENCE

AMPLIFIED DIGITAL AGENCY/LEE ENTERPRISES

DEC 2023 – PRESENT

- Responsible for identifying clients who have potential for growth, optimizing their marketing efforts, and managing their entire agency experience, from creating pre-sales proposals to developing and managing direct campaign strategies, and performing post-sale analysis for performance and growth.

GOVERNMENT PROPOSALS & CLIENT EXPERIENCE

BIG BRAIN MARKETING GROUP

JUN 2023 – DEC 2023

- Oversaw and created responses to marketing-centric government RFPs. Additionally, managed client relationships and projects post-award.
- C-level consulting and collaboration with stakeholders and other departments to ensure proposal responses were award-winning and created effectively and within deadlines.
- As the team lead for post-award contract transition and launch processes, my responsibilities included developing strategies, overseeing implementation, and conducting performance reviews for continued optimization.

DIRECTOR OF MARKETING & BRAND COMMUNICATIONS

THE SAINT LOUIS BREWERY, LLC / SCHLAFLY BEER

MAY 2022 – JUNE 2023

- Responsible for the strategic marketing and communications for The Saint Louis Brewery. Led the marketing division in developing brand identity, strategic messaging, content creation, and multi-channel marketing plans to support organizational goals and initiatives.
- Developed seamless, multi-channel strategic marketing plans, including digital marketing, email, SMS, website design, social media, influencers, SEO, PPC, and experiential event marketing along with the traditional tactics of TV, radio, OOH, OTT, print, and direct mail.

- Provided vision and leadership to the marketing team in the development of Schlafly Beer's annual marketing and sales brand plan focusing on goals, targets, budgets, metrics, campaign tactics, product lines, sales tools, wholesaler and retailer programs, sponsorships, advertising, events, and promotions.
- Developed a deep understanding of customers through data analysis and extracting insights on acquisition sources, order patterns, and brewpub/event visitors. Used data to identify actionable insights, including surveys and focus groups. Collected and analyzed customer feedback, and identified opportunities to enhance the overall customer experience.
- Researched, translated, and communicated key business challenges, customer behavior, target audiences, competitive activity, and environmental factors impacting the beer market to Senior Leaders and stakeholders.
- Implemented KPIs and analytics to analyze campaign performance data, allowing for optimization recommendations and identifying scale-up opportunities or phase-out corrections.
- Worked in partnership with internal and cross-functional teams to provide seamless support of larger, organizational goals.
- Developed testing roadmaps to experiment with different marketing tactics and messaging through A/B testing yielding above-average audience engagement. (Facebook: 2.98%-3.4%), (Instagram: 3.98%-5.50%), (Brewpub traffic: +10% over pre-covid 2019), (94.6% increase in email database).
- Drove marketing innovation by staying up to date on industry trends, competitive strategies, best practices, and emerging technologies. Implemented new technology platforms that advanced customer acquisition efforts and retention strategies including monthly e-newsletters (B2C and B2B), a mobile loyalty app (consumer digital reward card), and a CRM platform. (8.08% Scan Rate on packaging)
- Leader, mentor, and developer of an in-house agency that fostered a collaborative, innovative team structure, focused on customer-centricity. Elevated internal processes including QA, reporting, and cross-channel communications.
- Established a \$3 Million AVE PR strategy and managed external media agencies, identifying opportunities that aligned with marketing goals, while ensuring efficient budget spend. (SOV = 67.2%, Reach = +300M).

DIRECTOR OF NATIONAL BRAND MARKETING LEE ENTERPRISES

AUGUST 2020 – MAY 2022

- Created a “voice” for Lee Enterprises by developing brand strategies, storylines, and collateral that drove awareness of The Lee Advantage. This approach showcased innovative capabilities as a large network that delivers opportunities for brands and advertisers to make intimate, meaningful connections with consumers on a personal level.
- Instrumental in the start-up of Lee’s Government Division as the Capture and Proposal Manager. Created and implemented go-to-market strategy and media plans, coordinating multi-channel advertising through cross-functional teams, aligning tasks, and allocating budget and resources.
- Responsible for Lee National Division B2B sales strategy that aligned business goals with brand awareness, customer acquisition through customized solutions catered to the prospect, marketing channel mix, and KPI development to measure success.
- Delivered custom marketing solutions through storytelling. Stories were constructed from interpreting data, audience identification, market insights, and unconsidered need discovery.

SENIOR DIRECTOR OF CLIENT STRATEGY & PROGRAM MANAGEMENT ENERTEX MARKETING, PRE-MOVE MARKETING DIVISION

JUNE 2004 – AUGUST 2020

- Responsible for new client capture and retention. Developed strategies for driving demand, brand recognition, and revenue using the organization’s portfolio of corporate products, solutions, and data-driven strategies. Successful client acquisitions included: Comcast Xfinity, Charter Spectrum, Cox Communications, Altice, Special Olympics, Bed Bath & Beyond, National Cash Register, Deluxe Business Services, Lowes Home Improvement, and Duke Energy.

- Successfully led the design, collection, management, in-house build, and launch of the CTAM Co-op Cable Marketing Database for a cable data exchange mover direct mail program. The database project had 12 contributing cable systems with over 120 million cable-serviceable households across the US that were updated daily with over 250,000 installs and disconnects. Over nine years, successfully expanded the scope of the co-op database to add email programs, social media advertising, trend, and cord-cutting analysis, and other mover research projects.
- Provided consulting services to clients by building “playbooks” that enhanced and leveraged clients’ customer databases to create the actionable and insightful information required to build marketing solutions and make smarter, strategic business decisions. Client example: Comcast’s 55 million household footprint database, hosted in-house for customer insights, analytics, and multiple customer acquisition and retention projects.
- Collaborated with internal and external teams, across organizations, markets, and divisions to ensure that products, messaging, and brands were aligned with clients’ needs and market opportunities and that the execution of product development initiatives was successful.
- Measured and reported on key performance metrics, interpreting insight and assessing against goals with optimization recommendations if needed.
- Teamed with client product managers to craft storylines, supported by data insights, to communicate current trends and marketing strategies for proposing new products and enhancement recommendations on existing services to C-Level executives.
- Developed all marketing communication activities including sales collateral, catalog and price books, advertising, public relations, and relationships with external vendors (including negotiating pricing to maintain cost-effective and productive partnerships).
- Prepared divisional forecasting business/projects, P&L accountability, and managed marketing budget.

SENIOR SALES EXECUTIVE - DATABASE MARKETING INFOUSA/WALTER KARL DIVISION

MARCH 1999 – JUNE 2004

- Built, branded, and promoted the division's largest database and revenue producer (COBR Database).
- Managed operations, data production, and direct sales teams. Oversaw operational budgets including advertising, trade show representation, and staffing. Produced financial forecasts for internal budgeting and external clients.
- President’s Club Award for outstanding performance: 1999 and 2002.
- 2003 Salesman of the Year and inducted into *infoUSA*’s 2003 Champions Club for outstanding performance.

Education

BACHELOR OF ARTS | UNIVERSITY OF MISSISSIPPI, OXFORD, MS PSYCHOLOGY AND SOCIOLOGY

Fundamentals of Digital Marketing Certification | June 2020 | GOOGLE
Google Analytics for Beginners’ Certification | July 2020 | GOOGLE
Data Studio Certification | January 2022 | GOOGLE