

KELLY ENNIS

ACCOUNT DIRECTOR

CONTACT

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PROFILE

Agency Account Director and marketing leader with over 20 years of experience leading large, cross-functional teams to deliver high-performing marketing, branding, and PR initiatives. Proven ability to partner with clients as a trusted advisor, aligning strategy, creative, media, and data to execute campaigns that drive measurable business outcomes.

Adept at building and guiding high-performance teams to analyze data, strengthen brands, and develop integrated B2B and B2C strategies that fuel growth, increase revenue, and cultivate long-term customer loyalty. Brings deep, multi-industry experience with a strong track record of client retention, account expansion, and revenue growth while enhancing overall brand identity.

LEADERSHIP EXPERIENCE

- Build, mentor, and scale high-performing marketing and account teams
- Lead cross-functional teams to deliver integrated, results-driven initiatives
- Drive strategic growth planning, goal setting, and execution
- Maintain P&L accountability, including forecasting and budget management
- Develop and manage strong client and vendor relationships while fostering innovation and creative problem-solving
- Foster innovative, "what-if" thinking to unlock new ideas and growth opportunities

FUNCTIONAL EXPERIENCE

- Account Management & Client Services with Agency expertise
- B2B and B2C Marketing Strategy, Brand Identity and Storytelling
- Multi-Channel Marketing: Digital (Search, Programmatic, Social, Mobile) and Traditional Media (TV, Print, OOH)
- Lead Generation, Data Strategy and KPI Development & Tracking
- Experiential Marketing, Go-to-Market Strategy, Email & Social Media Campaigns and Integrated Marketing Execution

INDUSTRY EXPERIENCE

Cable/Communications • Public Relations • Hospitality • Retail • Energy • Grocery/C-Store • Non-Profit/Government • Healthcare/Pharma • Higher Education • Travel • Finance/Insurance

WORK EXPERIENCE

Account Director & Sr. Client Experience – Strategic Accounts

Dec 2023 – Present

AMPLIFIED DIGITAL AGENCY

- Own and expand high-value strategic client relationships, serving as the senior-level point of contact and trusted advisor of over \$10M in annual marketing budgets.

- Lead the end-to-end client experience across integrated marketing programs, ensuring alignment with business objectives and KPIs.
- Develop and execute account strategies, annual plans, and growth roadmaps in collaboration with internal leadership and cross-functional teams.
- Manage, mentor, and support account teams to deliver consistent, high-quality work on time and within budget.
- Drive client retention and account growth through proactive insights, performance reviews, and strategic recommendations.
- Translate client objectives into clear scopes, timelines, and deliverables across media, creative, and digital initiatives.
- Present results, insights, and forward-looking recommendations to executive and senior client stakeholders.

RFP Proposal Manager & Account Director

Jun 2023 – Dec 2023

BIG BRAIN MARKETING GROUP

- Led strategy, development, and submission of marketing-focused government RFPs, securing \$2MM+ in new annual business.
- Owned the full proposal lifecycle, including positioning, compliance, writing, and cross-functional stakeholder coordination.
- Served as primary client contact post-award, managing onboarding, project execution, and ongoing relationships.
- Partnered with internal teams to translate awarded scopes into compliant, on-budget marketing programs.
- Drove contract performance, client satisfaction, and renewal opportunities through strategic account leadership.

Director of Marketing & Communications

May 2022 – June 2023

THE SAINT LOUIS BREWERY/SCHLAFLY BEER

- Directed strategic marketing and communications for The Saint Louis Brewery, leading brand identity, multi-channel campaigns, and integrated marketing plans across digital, traditional, and experiential channels.
- Developed data-driven customer insights and analytics to optimize acquisition, engagement, and retention, achieving measurable growth across email, social, and brewpub traffic.
- Built and led a high-performing in-house marketing team, fostering innovation, collaboration, and operational excellence in campaign execution and reporting.
- Implemented innovative marketing technologies and programs, including CRM, mobile loyalty app, and A/B testing roadmaps, driving engagement and revenue growth.
- Managed \$3M PR and media strategy, overseeing agencies and campaigns to maximize share of voice, reach, and ROI while aligning with business goals.

Director of National Brand Marketing

Aug 2020 – May 2022

LEE ENTERPRISES

- Developed and executed national brand strategies and messaging, creating a consistent “voice” that drove awareness of The Lee Advantage.
- Launched Lee’s Government Division, leading capture, proposal, and go-to-market strategies for multi-channel campaigns.
- Directed B2B sales and marketing strategy, aligning business goals with brand awareness, customer acquisition, and KPI measurement.
- Delivered customized marketing solutions through storytelling informed by data, audience insights, and market analysis.
- Coordinated cross-functional teams and resources to execute integrated campaigns on time and within budget.

Senior Director of Client Strategy & Program Management

Jun 2024 – Aug 2020

ENERTEX MARKETING / REMOVE MARKETING

- Led new client acquisition and retention strategies, securing major accounts including Comcast Xfinity, Charter Spectrum, Cox Communications, Lowe's, Duke Energy, and Special Olympics.
- Designed, built, and launched the CTAM Co-op Cable Marketing Database, managing 120M+ households and expanding into email, social, and analytics programs over nine years.
- Developed client "playbooks" leveraging customer data to create actionable insights, inform marketing strategies, and support multi-channel acquisition and retention initiatives.
- Collaborated with internal and external teams to align products, messaging, and brand strategies with client goals, market opportunities, and cross-division initiatives.
- Managed marketing communications, P&L, forecasting, budgets, and vendor partnerships while presenting insights and strategic recommendations to C-level executives.

Senior Sales Executive - Database Marketing

Mar 1999 – Jun 2004

infoUSA

- 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