

ILANA FRENKEL KEARNS

Personal Executive Assistant and Chief of Staff | 2026 IRONMAN Foundation Ambassador

Columbus, GA | 470-717-7229 | ilanafkearns@gmail.com | | [LinkedIn](#) | [Portfolio](#)

EXECUTIVE SUMMARY

I've always believed a leader is only as effective as the support system behind them. My goal is to blend an executive's personal and professional life into one seamless flow, absorbing operational complexity so they can stay focused on what matters most to the business. As a visual strategist and grounded operator, I take full ownership of the operational backside—**securing real-time digital assets, actioning meeting notes, and driving technical follow-ups**. I don't just manage the details; I ensure the organization moves at the velocity of the leader's vision.

CAREER HIGHLIGHTS

- **IHG:** Partnered with the Global Chief Brands Officer and Procurement to audit a \$64B portfolio, realizing **\$9M in annual savings** through agency consolidation.
- **Cox Automotive:** Scaled a startup unit from **10 to 100+ employees** within a multi-billion dollar conglomerate, building structure at full speed.
- **Organizational Communications:** Architect of internal engagement; I design enterprise intranet sites, produce Town Halls, and craft leadership messaging that maintains cultural alignment during periods of restructuring or scale.
- **Executive Integration & Voice:** Mastering an executive's tone and style to act as their literal proxy. I ensure every word on a teleprompter is calibrated to their voice and that every digital asset supports their vision.
- **Global Operational Intelligence:** Master of international logistics and cultural nuances. I manage global travel and communications across time zones (Americas to China) with deep mindfulness of local holidays, visa requirements, and health protocols (e.g., specific vaccination/passport requirements for India and Asia).
- **GoDaddy:** Completed a deliberate **Technical Residency** to master DNS security, server architecture, and migrations to ensure robust digital growth.
- **Executive Visibility:** Managed end-to-end logistics for high-profile events like the **Governor's Ball** and the **Kyle Petty Charity Ride**.

OUTSIDE OF WORK

2026 Ironman Foundation Ambassador I represent the endurance community through service-driven leadership.

PROFESSIONAL EXPERIENCE HIGHLIGHTS

GoDaddy | *Digital Infrastructure Strategist* | Nov 2023 – Present

- **Growth & Revenue Partnership:** Identified and captured **\$500,000+ in additional revenue** for clients by providing strategic advisory on SEO, digital marketing, and online scaling operations.
- **Technical Residency:** Completed a self-directed deep-dive into the "under-the-hood" mechanics of the web—mastering DNS security, server architecture, and M365 migrations to support robust business growth.

- **Infrastructure & Migration:** Led consultations for complex WordPress and WooCommerce transitions, executing large-scale domain migrations with **zero-downtime strategies** to ensure business continuity.
- **Strategic Architecture:** Audited operational gaps to architect technical solutions that eliminate friction and turn digital infrastructure into a scalable asset.

#GOATMATTERS, LLC | *Consultant and Fractional Chief of Staff* | May 2018 – Present

- **Elavon, Inc. (Partner to President, NA):** Managed leadership response and orchestrated bi-weekly town halls during critical organizational restructuring, advising on empathetic messaging and internal alignment.
- **TED Conferences (TEDNext 2024):** Led operational support and managed high-profile speaker relations, executing complex logistics to ensure seamless delivery on a global stage.
- **Insight Global:** Directed internal digital change management and communications strategies during a major IT Operations transition to maintain employee engagement and continuity.
- **Strategic Growth:** Design and deploy modern web architectures and digital infrastructure for clients.

Cox Automotive Inc. | *Communications Manager & Sr. Proxy to Group President* | Oct 2014 – May 2018

- **Executive Extension:** Owned the President's office, managing the seamless integration of professional and private calendars, private aviation, and the oversight of multi-million dollar capital build-outs.
- **Organizational Communication:** Designed and launched the enterprise intranet to streamline digital collaboration; produced high-level keynotes and board-ready presentations calibrated to the leader's voice.
- **High-Consequence Logistics:** Managed end-to-end execution for signature events, including the Governor's Ball and the Kyle Petty Charity Ride, coordinating directly with security teams and elite attendees
- **CSR & Brand Value:** Integrated brand values into global nonprofit partnerships, strengthening corporate social responsibility and community impact.

InterContinental Hotels Group (IHG) | *Sr. EA & Proxy to Global Chief Brands Officer* | Feb 2009 – Aug 2013

- **Registry & Governance:** Held a permanent spot on the Insider Trading Registry for a \$64B global portfolio; managed sensitive board-level data and regulatory compliance with total discretion and confidentiality.
- **Global Command:** Orchestrated conferences for 500+ global delegates and managed high-velocity international travel across time zones, ensuring 100% compliance with complex visa requirements and cultural calendars.
- **Operational Cost Optimization:** Partnered with the procurement team under the direction of the Global Chief Brands Officer to audit global marketing spend, identifying and realizing \$9M in annual savings through agency consolidation.

PROFESSIONAL FOUNDATION

- **Crisis Data Analysis:** Served as an analyst at R.L. Polk & Co. (S&P Global) during the **Bridgestone/Firestone recall**, interpreting complex safety data to identify operational liabilities in a rigorous regulatory environment.
- **Strategic Procurement:** Executed the UAW-GM Suggestion Plan Program, managing the complex sourcing of Union-made products while ensuring 100% adherence to strict brand and labor standards at HA-LO Creative Concepts in Marketing.
- **Strategic Data Partnership:** Partnered on-site with Tier-1 leaders—including **Lear, Magna, Intier Automotive, Federal-Mogul, and GT Technologies**—to drive product planning by synthesizing proprietary internal datasets with **J.D. Power and Ward's Automotive** benchmarks to identify market opportunities and operational gaps.