

Ilana Frenkel Kearns

Strategic Business Partner | Personal Assistant |
Communications | Events | Community Advocate

I am a dedicated and purpose-driven Executive Assistant with experience supporting C-suite leaders of both private and publicly traded companies. I am experienced, comfortable and capable of providing strategic communications counsel while effectively working across multiple organizational boundaries.

EXPERIENCE

I left Cox Automotive in May of 2018 for personal development and to explore running my own small business. Over the course of the last several months, I trained and completed my first full marathon and have become actively involved in our community. I am currently serving as the Communications Lead for the American Marketing Association Atlanta Chapter Nonprofit Committee.

Senior Executive Assistant and Communications Manager

Cox Automotive Inc. Atlanta, GA
October 2014 - May 2018

Planned, prioritized, and organized high volume, day-to-day activities for the line of business President.

A trusted advisor and relied upon for the creation of internal and external communications, newsletters and keynote presentations.

Provided "gatekeeper" and "gateway" role(s), creating win-win situations for direct access to the President's time and office.

Participated as an adjunct member of the leadership team including scheduling meetings and attending all meetings and taking/distributing minutes.

Promoted international and local community impact programs of RMS Automotive.

Strengthen the President's social media presence and voice.

Leverage my knowledge of communications and the employee mindset to proactively drive communications to support culture and other major enterprise programs that crossed business units and functions to deliver business results.

Managed 3rd party agencies to guide the efficiency and delivery of goods/services on time and within budget.

Contract Various
2012 - 2014

CONTACT INFORMATION

Greater Atlanta Area

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www.slideshare.net/IlanaKearns
<https://goatmatters.com/>
<https://medium.com/goatmatters>

SKILLS + EXPERTISE

Internal and External
Communications | Microsoft
Office | Presentation
Development | Event
Management | International
Travel Management | Expense
Management | Calendar
Management | Graphic Design
Social Media | Personal
Branding

EDUCATION

BBA - Marketing
Davenport University
Dearborn, MI

LEISURE

Marathon Running | Reading
| Giving Back | Photography

ORGANIZATIONS

Cherokee County Chamber of
Commerce | American
Marketing Association |
Atlanta Track Club

VOLUNTEER EXPERIENCE

Ronald McDonald House
Charities | Habitat for
Humanity | StandUp for Kids |
St. Jude | High Museum |
Atlanta Track Club | Girls on
the Run | Chattahoochee
Nature Center

REFERENCES

On Request

Senior Executive Assistant

*IHG (Intercontinental Hotels Group) Atlanta, GA
April 2009- August 2013*

Full range of administrative support to the Global Chief Brands Officer of the largest global hotel group.

Interacted with internal and external clients on behalf of the President and managed communication with direct reports.

Planned, organized, and executed special events and celebrations on strategy, on time and budget.

Managed the monthly newsletter targeted to hotel owners that informed them of the positive impact the brand refresh was having, resulting in buy-in from the franchise owners.

Worked with internal and external stakeholders to establish and/or communicate project timetables, action steps, and status updates.

Prior to 2009, I held various roles in marketing, sales, operations, and administrative support across various sectors.

My hands-on experience and highlights include:

Brand Identity program(s) management

Data Analytics working with Polk Data, J.D. Power, Carfax and other proprietary data sets

Trained on one of the original pilot programs for CRM startup Salesforce.com

On-site experience at Ford Motor Company working with the fleet side of the business

On-site experience at various Tier One Automotive supplier(s) working in market research and data analytics including Federal Mogul, Lear, Intier Automotive and Visteon

Customer Satisfaction Studies

Office Management

Retail Sales

Telemarketing

Account Management

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ilanafkearns@gmail.com

SKILLS + EXPERTISE

Internal and External Communications | Microsoft Office | PowerPoint | Event Management | Pitch Decks | International Travel | Excel | Expense Management | Calendar Management | Graphic Design | Social Media Newsletter Design

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