



JENELL RIESNER

SKILLS

- **CRM:** Hubspot Admin,
- **Photo manipulation:** Photoshop
- **Layout design:** InDesign
- **Video editing:** Premier
- **Email marketing:** Klaviyo, Hubspot, HighLevel, Constant Contact
- **Website creation:** UX/UI, WordPress,
- **Marketing operations:** Project management, process development, creative briefs
- **Content creation:** Inbound strategy
- **Website creation:** WordPress, HTML
- **Podcasting:** producing, editing, and growth strategies
- **B2B Marketing:** Account-based marketing enterprise accounts
- **Consumer Lifecycle Marketing:** Buyer personas, buyer funnel creation, consumer research, and building supporting assets
- **Facilitation:** Management, facilitation of trainings & meetings
- **Environment:** SaaS & start-up experience

EDUCATION

University of Wisconsin Oshkosh
Bachelor of Business
Administration - Marketing

MISSION

To create stories that change how people see the world.

Community.
Creation.
Play.
Vulnerability.

WORK EXPERIENCE

iLoveKickboxing Director of Marketing & Brand

JUNE 2021 - PRESENT

- Develop omnichannel marketing strategy for the iLoveKickboxing Brand and its 100+ franchise locations
- Renew and reenvision the ILKB brand to be better positioned for future growth and improved brand reputation
- Build and implement lifecycle marketing initiatives that take the consumer from lead to loyal member
- Lead the marketing calendar development process for initiatives, promotions, retail, and more from kickoff to completion, working with cross-functional leaders across the organization
- Develop a B2B Go To Market plan to market and sell new franchise locations

True Lark, Manager Demand Generation

JULY 2019 - SEPTEMBER 2020

- Leveraged marketing automation and lead management to streamline, automate and measure all marketing tasks and workflows in a fast-paced, start-up environment
- Sourced, designed, & executed partnerships with tech partners
- Managed content creation of B2B ABM campaigns
- Drove new customer sign-ups across multiple channels
- Managed multiple email campaigns for leads, new customer onboarding, and current customers
- Measured, analyzed, and reported campaign performance
- Managed all marketing efforts from concept to launch
- Completed website redesign and rebranding in 30 days

Mindbody, Learning & Development Professional

APRIL 2018 - JULY 2019

- Designed and deployed competency-based learning programs for managers and leaders across the global organization
- Facilitated one-on-one training for new executives and investors
- Trained 700+ team members via on-site, eLearning, or remote using webinar presentations in five different countries
- Maintained cross-functional relationships with stakeholders and teams around the company

SPIRE Fitness, Co-Founder & Director of Marketing

AUGUST 2014 - APRIL 2018

- Grew membership by more than 150% from 2014 to 2015 and 53% between 2016 to 2017
- Collected data on consumer behavior to drive marketing strategy
- Developed action plans to drive business results, generating more than \$1 million in sales within two years of the startup opening
- Managed and created all marketing efforts, including all content creation, social media, e-commerce, website management, email campaigns, SEO efforts, and digital advertising, leading to a 50% increase in sales from 2016 to 2017
- Recruited, mentored, and led 35 team members