

KENDRA VOLLANS

H: 818.879.3640 | kendra.vollans@gmail.com

WEBSITE

- <https://kendravollans.com>

SUMMARY

Innovative, performance-focused marketing professional with a proven record of enhancing corporate image and engagement by developing and implementing marketing strategies, communications, and promotions. Able to identify and motivate target audiences and develop and deliver effective and consistent brand messaging across multiple platforms. Strong leadership skills complement a rich knowledge of creative, marketing research, analysis, and strategic planning.

SKILLS

- Microsoft Excel, Word, PowerPoint, Google Analytics, Google Webmaster Tools, Adwords, Bing AdCenter, SalesLogix, Salesforce, DART, Curate, YouTube, DoubleClick, MRI, Nielsen, Hoovers,
- Jira, ClickTracks, Mixpanel, ExactTarget, Marketo, Pardot, Constant Contact, WordPress, Drupal, Survey Analytics, Tableau, SurveyMonkey, Qualtrics, Direct mail, Facebook, Twitter, SQL, Litmus, Return Path.

EXPERIENCE

11/2017 Chief Marketing Manager OneStopSEM

- Competent digital marketing, strategy, creative, and leadership development for startups and SEMs to adapt, stabilize, grow, and scale.
- Develop the brand, implement Omnichannel marketing and commercial strategy.
- Analyze the market and synthesized the unique value proposition.
- Establish Demand generation and implement a multichannel sales approach.
- Create marketing automation campaigns, ESP Migration, SMS programs, or ESP migration using Marketo, Pardot, or MailChimp.
- Design and execute marketing research for companies.
- Achieve marketing, branding, and advertising success by helping businesses attract new customers while increasing loyalty with existing customers.

05/2016 – 11/2017 Marketing Manager ForwardLine Financial

- Lead execution of strategic planning – facilitated a strategic planning and creative process to articulate the company's vision, mission, value proposition, brand architecture, and positioning.
- Reduced CPQL by 17% and CPF by 31% during 2017.
- Developed two digital properties, spearheaded all social media and weekly direct mail program.
- Implemented automated targeted email marketing programs using Marketo that resulted in 35% increased open and conversion rates.
- Executed Demand generated strategies, content strategy, and improved landing pages with A/B testing.

- 12/2013 – 05/2016** **Director of Digital Marketing/ Marketing Research Manager** **UCLA Extension**
- Created Demand generated marketing strategies for institution/academic units that increase sales by over 16% each quarter.
 - Analyzed existing core customer databases and cultivated a new automated CRM system using Marketo.
 - Spearheaded and managed all creative, reporting, analyzing, and tracking marketing activities, including implementing best practices benchmarks, database modeling, customer segmentation, and database enhancements.
- 03/2011 – 09/2013** **Senior Marketing Manager, Channel Marketing** **Transamerica Retirement Solutions**
- Developed, implemented, and executed creative for all direct mail programs, customer/prospect email programs, newsletters, online, paid search, videos, events, presentations, and collateral materials for six-channel divisions.
 - Facilitated content for clients, custom websites, email campaigns (Marketo & Pardot), research, videos, prospecting letters, and brochures.
 - Generated and managed complex projects from concept, copywriting, and design through compliance, production, distribution, and reporting corporate marketing and product lines with over \$24 billion in sales.
- 11/2004 – 04/2010** **Director, Marketing, and Advertising** **Exaktime, Inc.**
- The company's online profitability improved with a 27% drop in CPL and a 33% improvement in conversion rate.
 - Marketing programs assisted in growing the company, on average, 58% each year.
 - Executed direct mail programs; created customer/prospect newsletters; develop and implement sales programs, in-store POS, and collateral material, which increased sales by 32%.
 - Identified, introduced, and launched successful new products, which increased market share by 12%.
- 08/2002 – 10/2004** **Director, Strategic Relationship Analyst** **MRM Partners**
- Defined and initiated projects, managed cost, scheduling, and performance of component projects while ensuring the program's ultimate success and acceptance.
 - Responsible for creative development, direct mail, database management, CRM, and Loyalty Programs.
- 06/2001 – 05/2002** **V.P. Associate Media Director** **Dailey & Associates**
- Directed 12 planners and 18 broadcast buyers with media billings over \$100M.
 - Leadership, communications, motivational, and inspirational skills led to a 97% employee retention ratio, and two-thirds were promoted into management positions.
 - Responsible for Safeway's 12 divisions and Safeway.com.
- 01/2000 – Present** **Owner** **Vollans Marketing Corp.**
- Expand advertising budgets over 25% through solid negotiation skills
 - Develop marketing strategies, implement advertising campaigns, negotiate media buys and promotional events for top-tier agencies and manufacturers.
 - Develop marketing automation using Marketo or Pardot to help clients engage with their customers during the buyer's journey.
 - Create marketing research studies.

EDUCATION AND TRAINING

Bachelor of Arts: Business/Computer

Lake Erie College and Macomb Community College

Socratic Selling Skills, Executive Technique Seminar, Presentation Skills, Strategy Selection Outline.