

KIMBERLY KANARY

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CHIEF MARKETING OFFICER

RESULTS-ORIENTED, DATA-DRIVEN | COLLABORATIVE LEADER | INNOVATIVE & ADAPTABLE

Senior Executive with 20+ years of progressive marketing experience across D2C, e-Commerce, retail, jewelry, luxury, real estate, banking, and consumer packaged goods (CPG) industries. Excellent communicator known for bringing poise and authority to Board and Investor presentations. Recognized for delivering results and advancing organizations and teams toward strategic goals. Passionate and collaborative leader focused on developing exceptional talent and upskilling teams. Direct P&L responsibility – consistently grew revenue and profits, while managing cost expenditures. Created strategic marketing plans across brand, content, channel, creative, media, and digital teams to achieve business targets. Managed performance marketing KPIs, as well as key drivers of profitability, while maintaining long-term growth. Competencies:

- Digital Advertising/Marketing
- Strategic Development
- Influencer & Affiliate Marketing
- Performance Marketing
- Lead Generation & Revenue Growth
- Social Media Marketing
- TV & Radio Advertising
- Advanced Data Analytics
- Celebrity Product Seeding
- Team Building & Development
- Collaborative Leadership
- Crisis Communications
- Brand/Product Management
- SEO, Inbound, & Content Marketing
- PR/Media Relations
- Search (SEM), Display, Native & Programmatic Digital Advertising

PROFESSIONAL EXPERIENCE

PARADISE GRILLS, Orlando, FL

2023 to Present

Nation's largest manufacturer of outdoor kitchens and leading direct-to-consumer retailer in outdoor kitchen entertainment, with a network of 38 showrooms and expanding.

Chief Marketing Officer

- Conceptualizing and building strategic marketing & advertising function and hiring in-house team, accountable for brand management, SEO, digital & social media marketing, print and direct mail, content & creative development, market research, promotions, PR, events & grand openings, and overall revenue and new customer growth.
- Launching inaugural eCommerce presence, enabling the company to expand from a regional retailer to a national brand and propel the growth trajectory.
- Implemented strategic SEO techniques, resulting in a 20% increase in organic website traffic within the first month; optimized Google Business Profiles & other local SEO to improve rankings and drive foot traffic.
- Executed initial digital ad campaign which out-performed previous top performing campaign by 232% on reach, 32% on traffic, and generated 9% incremental sales on 10% lower spend.

JEWELRY TELEVISION (JTV) & JEDORA, Knoxville, TN

2018 to 2023

JTV is one of the largest D2C jewelry retailers in the U.S. with a media network that reaches 95M television households and a robust and growing e-Commerce platform. Jedora is a start-up business jewelry marketplace that launched in fall of 2021. Served on Executive Committee.

Senior Vice President, Marketing & Brand Management (2021 to 2023)

Vice President, Social Media & Community Engagement (2018 to 2021)

- Built & led award-winning team of 25 Director to Coordinator level professionals who earned awards including AVA Digital, Telly Awards, MarCom, Silver Creator, jewelry/gemology, etc.; directly accountable for budget of nearly \$10M.
- Delivered significant revenue by hiring, nurturing, and growing skilled team; implementing, scaling, A/B testing, and optimizing digital, e-Commerce, and omni-channel marketing tactics; ensuring agencies and partners are held to the highest standards; and applying advanced data analytics to measure performance, develop forecasts, and budgets.
 - Applied changes, sales funnel optimizations, and new tactics that contributed incrementality and accounted for +30% of the net revenue driven by marketing within my first year – and continued to scale thereafter.
 - Developed and optimized Meta (i.e., Facebook/Instagram) campaigns to deliver average annual ROAS of \$76 on 7-day attribution window, driving approx. \$1M weekly in sales, an efficient CPA and above average AOV.
 - Implemented streaming radio advertising program that outperformed company benchmarks on CAC and revenue generation; in 2022, generated 40K purchases totaling \$5.9M in sales.

- Conceptualized, hired, trained, and launched Content & Commerce team/function to deliver omni-channel content across linear TV, streaming, e-Commerce, and digital; cultivated sales through content supply chain.
 - Led content and media teams in deploying video commerce strategies across emerging platforms such as FAST (Free Ad Supported Television), OTT advertising, livestreaming, CTV, and more.
 - Leveraged proprietary Multi-Touch Attribution (MTA) tool to replace less efficient tactics with those offering more advanced targeting and optimizations, while streamlining processes, ultimately delivering stronger ROI.
- Drove efficiencies through skillful negotiations with external partners, and by developing and training internal talent.
 - Negotiated an average of 35% cost savings on key contract implementations and renegotiations in year one.
 - Generated \$200K annually in free media through added value placements.
 - Transitioned digital video content creation from external agency by developing in-house team, resulting in net savings of \$450K in first two years; expanded content function to include linear TV, streaming, and digital.
- Launched start-up jewelry marketplace by playing an integral role in all aspects of strategic development and execution, including brand conceptualization and building, guiding UI/UX plan and site taxonomy, establishing GTM strategy, conducting A/B testing, implementing sales funnel optimization, driving ongoing CRO tactics, and more.
 - Developed and executed marketing launch plan; upskilled team by leading creative development process representative of luxury category and fully differentiated from JTV brand; implemented marketing that drove significant traffic and ultimately conversions for the start-up business.
 - Led development of marketplace storefronts; implemented CRM and CMS tools, guided project management and product teams, and analyzed customer data, sales trends, etc. to adjust pricing and marketing strategies.
 - Pitched the business to prospective brands and investors; identified and secured co-branded partnerships; procured and negotiated with designers and manufactures for new product lines.
 - Conceptualized and produced patented packaging to create unique consumer touchpoint and support sustainability efforts while managing start-up level budgets; this is the company's first design patent.
- Conceived brand building and brand management programs; hired and cultivated talent; created synergistic GTM strategies across traditional and digital media, resulting in increased sales and productivity.
 - Led cross-function team that built 10 brands from concept to implementation in first year; positioned both new concept and established brands (e.g., celebrity, designer, etc.) for success, maximizing sales and margins.
- In 2022, relaunched PR with new team that generated 167 earned media placements with a reach of 3.9 billion impressions and advertising equivalency value of \$4.25M through strategic PR efforts. Additionally, propagated 827 pieces of content and a reach of 8.75M through strategic influencer marketing campaigns.

SIGNET JEWELERS LTD, Akron, OH
2010 to 2018

Largest specialty jewelry retailer in US, Canada, and UK with 30,000 employees and 3,600 stores under brand names Kay Jewelers, Jared the Galleria of Jewelry, Zales, Piercing Pagoda, James Allen, and others.

Vice President, Public Relations & Social Media, International (2015 to 2018); Vice President, Public Relations & Social Media, U.S. (2013 to 2015); Director, Public Relations (2010 to 2013)

- Hired and developed team of 20 highly respected, award-winning professionals; groomed two managers (of three total) who were selected for elite "Emerging Leaders" program, and secured coveted "Signet's Best" award for performance of team members for an unprecedented three consecutive years.
- Established and implemented performance-driven marketing programs; collaborated on overall marketing strategy and media plan; directly managed \$50M budget and contributed to decisioning on \$250M marketing budget.
- Drove sales by advancing social media strategy, hiring and cultivating team, and establishing tools and measurement.
 - Social media ROI outperformed total marketing ROI by 54% for Kay and 193% for Jared and drove significant in-store conversion rates.
 - Pioneered industry's first social media ROI study, resulting in \$12M in spend shifting from TV to social media in one quarter across Facebook, Instagram, Twitter, Pinterest, YouTube, and Snapchat, resulting in a 45% higher ROAS vs. linear TV and propelling forward the company's "digital transformation."
 - Generated \$35.5M in incremental revenue in 2 months against \$2M in spend on Facebook/Instagram and another \$2.5M in incremental revenue in 2 months against \$500K in spend on Twitter.
- Led company in developing data-driven custom audience segmentation resulting in new customer acquisition at 2-3x lift in revenue, while retaining share of profitable existing customers; leveraged across digital and email marketing.

- Advanced creative process and propelled team from traditional-based to digital/mobile-first focus, while leveraging consumer insights and campaign goals to drive the business.
 - Creative test yielded 10.5% lift in response rate and 8% lift in revenue for custom content vs. traditional creative approach.
 - Produced emotive videos creating new marketing approach by increasing brand favorability, driving traffic, generating best-in-class SEO lifts (+84% for “Kay Jewelers” and +83% for “Kay.com”), and earning organic recognition by top trade publications, including as the #1 Jewelry Promotion of Year.
- Guided team to institute and advance influencer marketing program (macro, micro, syndication) to drive relevancy among younger consumers, leverage content for brand channels, and supplement reach.
 - Holiday campaign resulted in 12% lift in response rate; achieved annual Influencer Marketing results of 541M impressions, 27M engagements, and 1000 creative assets from 246 influencers (2017).
- Conceptualized and executed creative cause-related marketing activations. #SingForStJudeDonation drove 1.7B media impressions, \$15M in advertising equivalency, and \$350,000 in incremental charitable contributions.
- Implemented meaningful first-to-market, alpha, and beta tests to advance insights, engage audiences, and innovate to meet strategic objectives.
 - Launched first-to-market augmented reality (AR) Snapchat World Lens – top performing Lens for all of retail in Q4 2017 in terms of user engagement and time spent.
- Delivered cost efficiencies and secured valuable media placements through added value opportunities and strategic PR programming.
 - Negotiated \$350,000 in annualized cost savings in 2017 through negotiations with vendors and agency partners; secured over \$1M in added value from digital media partners.
 - Achieved 6K PR placements, 9.4B impressions, and \$94M in advertising equivalency, a 2K%+ increase.
 - Generated sports marketing results of 3.8B impressions, \$40.4M in advertising equivalency and 28.8M social media impressions. Achieved Celebrity Seeding Results at high profile and red carpet events of 1.7B impressions and \$25M in advertising equivalency.

ASSOCIATED ESTATES REALTY CORPORATION, Cleveland, OH

2008 to 2010

Publicly traded real estate investment trust (REIT) that owned & managed 50+ multifamily properties.

Vice President, Marketing & Corporate Communications

- Launched integrated marketing program to enhance reputation, leveraging corporate rebranding with fresh, updated look for marketing collateral to 50+ properties, media relations, social media, and revamped investor communications to engage audiences and transform company image; resulted in 800% increase in media coverage, launch of award-winning website, and more efficient (20% reduction in production expenses)/award-winning annual investor report.

Previous:

Assistant Vice President, Retail Communications, NATIONAL CITY CORPORATION (now PNC);
Manager, Corporate Communications & Investor Relations, ASSOCIATED ESTATES REALTY CORP.;
Supervisor, Corporate Communications & Community Initiatives, THE J.M. SMUCKER COMPANY

EDUCATION & CERTIFICATIONS

MA, Summa cum Laude, Communication Studies, Bowling Green State University, Bowling Green, OH

BA, Magna cum Laude, Speech Communication, Baldwin-Wallace College, Berea, OH

Google Ads Certified – Measurement | Display | Search | Shopping | Offline Sales | Google Business Profile (GMB)

COMMUNITY LEADERSHIP & SELECTED AWARDS

Advisory Board Member, Women in Leadership Program, University of Tennessee // Speaker at various conferences, webinars, and seminars (e.g. Retail Summits, eCommerce Summit, etc.) // Served on Board of Directors (multiple) & Chaired Committees (various) // 15 to Watch Award Winner, PR News // One2 Watch, Inside Business magazine // Communitas Award for Excellence in Community Service, AMCP // Gold Awards for Strategic Branding and Annual Report Messaging & Design, MarCom Awards // Platinum Award for External Communication, Brand & Leadership Positioning, MarCom Awards // Multiple Platinum and Gold MarCom Awards for Social Media Campaigns and Video Content // Multiple Telly Awards // Multiple AVA Digital Platinum & Gold Awards for Digital Marketing Campaigns