

Shawn Kellner

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Skills/Experience

- 18 years of experience in sales and marketing, 10+ years in leadership roles
- Proven national brand development experience
 - Door to Door Storage - Portable containerized moving and storage solutions
 - Simon Golub - Designer and manufacturer of fine jewelry
 - UBuildIt - Residential construction consultants
 - Washington Credit Union League - Advocate for credit unions operating in the state of Washington
- Strong leadership abilities, team building and team management
 - Door to Door Storage
 - 15 person sales call center
 - 10 person customer service call center
 - 2 person in-house marketing team
 - Simon Golub
 - 5 person marketing team
 - 10 national sales team
 - UBuildIt
 - 5 person marketing team
- Online marketing campaign development
 - Performance marketing / SEM
 - Community building / Social Media
 - Content development / SEO
- Award winning graphic design talents
- Web design, development and management experience

Professional Experience

DIRECTOR OF MARKETING, 2013 - Present

DOOR TO DOOR STORAGE, INC - Kent, WA

Door to Door provides portable container moving and storage solutions with 145+ offices nationwide.

As the Director of Marketing I manage a two person in-house marketing team and help guide a call center of 15 sales and 10 customer service agents. Our sales and customer service agents are the driving

force behind our 90 percent customer satisfaction rating. Door to Door is known to hold the gold standard in our industry for sales and customer service quality.

I am responsible for ensuring our brand promises of providing secure, convenient and affordable moving and storage solutions are well articulated throughout the entire customer lifecycle.

Selected Contributions:

- Currently on track to see a 30% increase in storage bookings, exceeding our 2015 business growth goals of a 5% increase.
- Continually research our competition to ensure our pricing is positioned to fulfill the business plan, our product offering is competitively positioned and we capitalize on new market opportunities.
- Manage the customer life cycle from acquisition (online marketing) and decision making (call center and online quoting/reservation process), to customer experience (our customer's move or storage experience) and end of service (satisfaction surveys, issue resolution if needed).
- Manage our online reputation to ensure all customer concerns and reviews are replied to in a timely manner.
- Work daily with our sales team to help them overcome customer challenges to ensure we can always come to a "yes" and then deliver on our promises.
- Work with our executive management team to develop yearly booking and revenue goals.
 - Daily, monitor sales progress compared to our goals.
- Development of a content marketing strategy with Pinterest, Facebook, DTD Blog, YouTube and Twitter as delivery channels.
- Manage a \$1.8M SEM budget with a focus on local moving and storage campaigns in 28 U.S. media markets.

DIRECTOR OF MARKETING, 2011 - 2013

SIMON GOLUB - Seattle, WA

Simon Golub is a leading manufacturer and wholesaler of fine jewelry. They sell the branded jewelry lines; Colore | SG, Caro 74, The Simon Golub Collection, Valina Bridal and Forever 10, to independent jewelers. They also develop private label lines for major chains; Nordstrom, Macy's, Zales, and others.

During my tenure at Simon Golub, I was responsible for the brand development and positioning of our branded jewelry lines to ensure independent jewelers took into stock and sold-through our styles instead of our competitor's products. Each jewelry line had their unique benefits that had to be clearly narrated to our business partners so they could well articulate the value of our products to the end customer.

Selected Contributions:

- Developed the go-to-market strategy for a rebranded line of Sterling Silver and Gemstone jewelry that resulted in a 14% increase in sales and over 5% increase in the number of retailers.
- Maintained competitor matrix to ensure we could articulate the advantages of our product lines versus competing lines.
- Worked with our national sales team to ensure they could clearly articulate the advantages of our product offerings.
- Worked with executive management to define sales goals for each product line.
 - Monitored and adjusted sales and marketing programs on a quarterly basis to ensure sales goals were being met.
- Managed the online marketing strategy, site and content development for one B2B and three B2C online properties.
- Ensured that the companies \$1M+ marketing budget was deployed effectively to acquire new retailers and drive product sale-through.

BRAND STRATEGIST, 2006 - 2011

COEUR CREATIVE GROUP, LLC – Redmond, WA

Provided brand development, creative and media services under the company name Coeur Creative Group, LLC.

Worked with clients that were mainly in the construction and financial industries, I was responsible for business development and leading all brand and web development projects.

Selected Contributions:

- Was responsible for business development activities.
 - Produced responses to Request For Proposals.
 - Presented proposals to clients.
 - Prospect building through social engagements and networking opportunities.
- Redeveloped the brand image for Member Access Pacific, a leading reseller of Visa DPS into the credit union market.
- Working with the team at Member Access Pacific, we helped them develop their reloadable card services division, Beken Card Services.
- Developed the business name, identity and brand positioning statements for Passage Point Wealth Management.
- Planned and executed traditional and online marketing strategies including website development, SEO content development, SEM campaigns and social marketing efforts.

DIRECTOR OF MARKETING, 2003-2006

UBUILDIT – Bothell, Washington

During my tenure at UBuildIt, a provider of residential construction consulting services, I was responsible for the development and implementation of marketing tools for their 115+ franchise partners to promote growth in both client count and revenue. These marketing tools encompassed a variety of communication channels including, trade shows, direct mail, outdoor, print advertising, radio, TV, web and email.

I managed a team of four media buyers that worked with franchise partners in the development of local media plans with an aggregated budget just shy of \$1,000,000. I was also responsible for the research, refinement and management of our brand promises to increase revenue and manage client expectations.

Selected Contributions:

- Led company through the brand review process which culminated in the refinement of several brand promises that moved us from “savings” to “value-added/build more for less,” which helped increase the value of client projects.
- Managed a team of four media buyers in the support of franchisee media budgets of \$1,000,000.
- Worked with over 115 Franchise Partners to ensure brand integrity and consistent messaging.

DIRECTOR OF COMMUNICATIONS, 2000-2003

WASHINGTON CREDIT UNION LEAGUE – Federal Way, Washington

The Washington Credit Union League is the trade association and advocate for Washington’s credit unions. I was the primary guardian of the League’s brand image which included monitoring all outbound communications and marketing materials to ensure they upheld and furthered the League’s brand promises. During my tenure in this position, I supported year-over-year growth of credit union membership and event attendance.

Selected Contributions:

- Managed the communications department and our efforts to advance the public image of credit unions in the state of Washington.
- Promoted the League’s services to its member credit unions.
- Converted the League’s annual directory and monthly newsletters from budget line items into profit centers by incorporating paid advertising opportunities for the League’s business partners.

GRAPHIC DESIGNER, 1995 - 2000

BASSETT AND BRUSH DESIGN – Spokane, WA

HAGADONE CREATIVE GROUP – Coeur d’Alene, ID

Selected Contributions:

- Designed packaging solutions for clients in the software and video industries
- Provided creative services for clients in the hospitality industry including the Coeur d’Alene Resort, Coeur d’Alene Resort Floating Green, and El Cid Resort – Mazatlán
- Developed Bassett and Brush’s first web site and started the firms web development department

Education & Credentials

Bachelor of Arts Degree, Communications/Advertising, 1995

University of Idaho – Moscow, ID