

AARON A. KENNEBREW III

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EDUCATION

Illinois State University
Bachelor of Science Degree
Major: Marketing
Minor: Psychology

Normal, IL
Graduation Date: May 13, 2017

WORK EXPERIENCE

Marketing Director at Emblematic, Inc.

April 2019- Present

- Oversee day to day operations for the entire office
- Train small sales teams to produce at least \$1.6 million in revenue annually
- Enhance the likeability of various clients through face to face sales
- Generated \$530,000 of revenue for each respective client through face to face marketing
- Execute campaigns for client portfolios driving exposure and revenue through b2b and b2c
- Talent acquisition - hired, trained, and developed a staff
- Manage multiple accounts inside of fortune 100 retail settings
- Created a self sustained environment for employees to exponentially advance in their careers
- Trained and developed 16 managers to execute sales throughout Chicago
- Provide an opportunity for clients to receive real time data with the targeted consumers

Campaign Director at Imminent, Inc.

Oct. 2017- Apr. 2019

- Accounted for all hiring and termination decisions
- Trained sales teams to be flexible working with multiple accounts
- Assigned and exceeded expectations for various product launches
- Responsible for everything administrative-based in the office
- Conduit between the positive relationships between clients and retail partners
- Set up and execute product launches and test markets to bring a client to market

Manager at Jeff Ellis Management, LLC.

March 2010- Sep. 2017

- Maintained pool and facility safety for nine locations
- Certified instructor for retraining 250+ employees

- Enforced rules and regulations that adhere to Jeff Ellis Management policy on local and national level
- Audits exceeded 100% of standards

Marketing Director at America Law Center *June 2016 – Sep. 2016*

- Created various social media campaigns via Facebook, LinkedIn, Twitter, etc.
- Tracked and nurtured clients in any stage of the buying/legal process
- Safeguarded the stability of a lawyer and their respective clientele through the legal process

VOLUNTEER EXPERIENCE

St. Louis Area Food Bank

July 2021

- Enlightened awareness to thousands of consumers about the aftermath of Covid-19 in relation to the food bank
- Raised over \$6000 in three days
- Inspired over \$550 of recurring monthly donors to participate

Feed My Starving Children (Schaumburg, IL)

Feb 2019 - Present

- Quarterly pack food for families in underprivileged countries
- Donated quarterly for food and clothing

Area 6 Special Olympics Field Event Official (Normal, IL)

April 2016

- Organized and executed the triple jump and long jump events

ORGANIZATIONS & ACTIVITIES

Illinois State University Track and Field

August 2013- May 2016

- Triple Jump
- Missouri Valley Conference Indoor Finalist
- Illinois State Reggie Award Recipient
- Illinois State University Scholarship Recipient

February 2014

November 2, 2014

November 1, 2015

October 23, 2016

March 2013