

# Janel Kane

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## COMPETENCIES

Digital marketing leader with proven record for developing global, B2B, multi-channel marketing strategies, providing direction and increased website sessions by an average of 15% globally year over year for 3 years and increased leads in North America by 10% in 2017. Increased website sessions by an average of 15% globally year over year for 3 years and increased leads in North America by 10% in 2017. execution to international marketing team, and designing data and reporting systems for critical business analysis. Janel has a passion for making the world a better place by professionally supporting technological and scientific advancement.

## EDUCATION

MASTER OF ARTS | **Marketing Communication Management** | University of Denver, June 2016

BACHELOR OF SCIENCE | Hospitality Management | University of Missouri, Columbia, June 2001

## PROFESSIONAL EXPERIENCE

**MARKETING MANAGER, NORTH AMERICA** | Avantes, Inc | *December 2016- Present*

- Oversaw the development of a new US regional website to increase US market share with the implementation of an eCommerce web store as a pilot program. Preparing to spearhead redesign of corporate web property in 2020
- Oversaw the migration of Customer Relationship Management (CRM) and marketing automation solutions to Salesforce and Pardot. Provide on-going system administration
- Roadmapped lead nurturing and business development campaigns
- Increased website sessions by an average of 15% globally year over year for 3 years and increased leads in North America by 10% in 2017
- Manage up to \$1,500 monthly in PPC spend, increased traffic from paid search by 20% in 2018
- Implemented content strategies that increased referral traffic from Emails by 84% and newsletter click-through rate by 38% in 2017, organic traffic increased by 23%, and referral traffic by 37% in 2019
- Invited to contribute editorial content for publication to Photonics and Photonics Spectra magazines
- Masterminded public relations campaign that resulted in prominent product placement during primetime Nova special, earned media, and scientific and academic recognition.
- Provide ongoing team leadership for US marketing team including budget control, production timetable, content production, status reporting, and quality assurance
- Developed executive performance dashboards and project management tools to provide leadership with key marketing insights

**ACCOUNT EXECUTIVE** | Unleaded Group | *January 2016- April 2016*

- Oversight of multiple Magento eCommerce web development projects with ExpressionEngine or WordPress blog integrations budgeted at up to \$50k each
- Provided team leadership for website production including budget control, production timetable, status reporting and quality assurance
- Resuscitated legacy projects returning them to production, formally praised by clients for ability to communicate and mediate conflicting objectives and priorities

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## WEB PROJECT MANAGER AND MARKETING SPECIALIST | Denver Print Company | *April 2015- January 2016*

- Executed a social media strategy that increased web traffic from social referrals from <1% to 4-5% per month within 2 months and was on-track to hit targeted 20% within 1 year
- Spearheaded a multi-channel content marketing strategy with a blog, social media, PPC, and live events that lead to the highest single day of website traffic in company history
- Managed development of 5 WordPress website projects in 6 months with leadership role prioritizing department workflow and ownership of client documentation, Analytics and Adwords integrations
- Instituted product line and audience segmentation in campaign initiatives
- Developed executive performance dashboard to provide leadership with key marketing insights
- Managed an editorial calendar that included content development, graphic design, HTML/CSS markup and negotiating third-party contractor relationships

## ACCOUNT MANAGEMENT INTERNSHIP | Denver Marketing Firm | *June 2015- September 2015*

- Coordinated a team of web developers, content providers, and PPC specialists to deliver campaign deliverables within time and budget constraints
- Contributed directory listings and SEO metadata optimization to improve local search results for area contractors
- Provided social media community moderation and reputation management, identified a strategy to successfully suppress undesirable google image search results
- Implemented call tracking and email marketing technology, integrated tools with google analytics data, and compiled reports on SEO and SEM activity for clients

## MARKETING CONSULTANT/ COPYWRITER | DBA Puddingtane Marketing | *November 2012- August 2015*

- Provided strategy consulting, marketing plan development, end-to-end WordPress website development, and campaign execution for small business clients
- Produced animated promotional videos including script writing, graphic design, and coordination with third-party motion graphics animators
- Hosted and moderated weekly marketing coaching/training seminars for independent authors in partnership with a small publishing house
- Specialized in product launches with campaign conceptualization and execution

## CERTIFICATIONS & SKILLS

- Google Analytics Qualified Individual
- Hubspot Inbound certification
- Hootsuite Certified Professional
- Priority Training *Working Sm@rt+Outlook* 2018
- SkillPath *Leadership Skills for Women* Seminar April 2020

## PUBLICATIONS & SPEAKING EVENTS

- “Laser-Induced Breakdown Spectroscopy, Beyond the Lab” *Photonics Spectra* | April, 2018 | [article link](#)
- Speaker at [WordCamp Denver](#) | November, 2016 | “Translating WordPress for the Tech-Challenged”