

# JACKIE KUEHL

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## Marketing

History of creating marketing department infrastructures and strategies, which align with organization goals, to deliver company growth. Strong track-record of producing profitable marketing initiatives and offers new perspectives which have enabled sales teams to be more efficient thus achieving company objectives. Constantly monitors changing environments and best practices which has resulted in a constant source of ideas and solutions.

## Strategy & Execution

Has a proven ability to analyze a situation, determine the right course of action, articulate the vision, and mobilize a team to bring the vision to reality. Approaches strategic development where all plans must align to an organization objective and be measured. Thrives in a challenging and dynamic atmosphere.

## Leadership & Character

Passionate yet pragmatic leader, sees a situation, assesses it, makes a plan, takes charge, and makes it happen. Respected as an energetic, hands-on leader able to build strong relationships and engender trust. Lead teams to support new directions and opportunities.

## Areas of Expertise:

Strategic & tactical Marketing	Solution sales/marketing (sales cycle engagement)
Competitive Analysis, differentiation & positioning	Interactive marketing programs
P & L management	Internal & External Customer Relations
Exceptional measurement & analytic skills	Marketing measurement & accountability
Adding value & communicating complex services	Market Research Development & Analysis
Certified Search Engine Marketing Expert	Masterful presentation skills

## Professional Experience

**KUEHL MARKETING GROUP**, Contract and Consulting Marketing Services, Downers Grove, Illinois *July 06 – present*  
**Independent Consultant**

- **Acting as the Vice President of Marketing for a mid-size elite travel company that did not have marketing expertise or focus. Presented and sold a plan to the Executive team to create a Marketing Information System with the infrastructure** for marketing analytics starting with an analysis of the organization's information needs and objectives. Prioritized and secured resources from **web analytics, to e-mail vendors, to CRM systems** to ensure the organization has the proper fit between their information priorities and available budget.
- Established relevant metrics needed and developed a marketing scorecard resulting in more focused marketing tactics and segmentation.
- Created and executed a research study to form the basis of customer and product segmentation generating more targeted communication and measurement.
- Built a new company **website to support the unique personality of the brand, increase conversions and maximize search engine optimization.**
- **Created brands, corporate identities, positioning,** and key messages for new firms in very competitive fields setting them apart from the competition and marketing strategies for future growth.
- **Increased leads and sales conversions immediately** for a large Human Resource training consultant. Accomplished this by re-writing, editing, and re-structuring their e-commerce website to provide qualified leads, better navigation, consistent messages, and **better brand support.**

**DEPAUL UNIVERSITY** *August 07 – present*

**Adjunct Professor of Marketing**

**DAVID JAMES GROUP**, Integrated Marketing Agency, Naperville, Illinois

**Consultant to the Agency** *September 05 – July 06*

**This boutique marketing agency needed direction, focus, and organization alignment.** Helped determine which customers, businesses and results should take priority then developed the plan for growth. Created and executed the marketing and business development strategies generating 25% in incremental business.

**THE NPD GROUP, INC,** Market Research Firm, Rosemont, Illinois *November 99 – September 05*

**Director of Corporate Marketing (Sr. Corporate Marketing Manager, Sales & Marketing Manager)**

- **Established the marketing department for the Chicago, Houston, and Toronto offices** which had no prior independent marketing function.
- As part of the Chicago Executive Team, **defined the Chicago office's long-term strategy and direction.** Developed, presented and secured buy-in for the Business Unit marketing strategy to align with the new strategy resulting in a clear marketing vision and buy-in from the organization.
- **Set new precedence for lead generation programs being the first to leverage search engine marketing with new segmentation models.** Leads and sales conversion significantly **exceeded the corporate benchmarks by 10 to 15 percent** respectively.
- **Saved considerable budget dollars** by re-purposing and leveraging various integrated marketing programs for multi-purpose use. **P & L responsibility for the marketing department, which exceeded \$500,000 and always came within budget.**
- **Established and created the corporate marketing scorecard which ensured accountability to execution and measurement of marketing programs.** The scorecard process **aligned the entire organization** to embrace marketing operations and processes for continual improvement.
- **Developed and executed a product marketing plan for a well established, stalled brand.** Integrated marketing and PR in new ways that increased awareness, generated leads and incremental sales, while providing 300% greater media coverage than years prior **thus setting new precedence for NPD.** Honored with **'best marketing campaign'** within NPD for the year.
- **Created a new 'Category Management' product which exceeded company expectations and became a best practice for subsequent product launches.**

**FRITO-LAY, INC.,** Consumer Package Goods (Food) Company, Downers Grove, Illinois *March 97 – November 99*

**Sr. Business Development Manager/Category Manager (Key Account Manager)**

- **Developed all sales, local marketing, category management, financial, and operational activities.**
- **Managed \$30 million dollars in business and \$1 million in trade marketing funds.** Assessed and controlled financial plan to maximize customer profitability while realizing 22% growth in business.
- **Developed and aligned customer with measurable and successful category management strategies.** Lead a revenue plan as a result of a Variety Optimization Study which **increased in-line shelf space by 12% and grew perimeter space by 30%. Promotional strategy increased Frito-Lay share by 7.8% in a commodity category.**

**ACOSTA SALES & MARKETING (formerly P.M.I.)** National Food Broker, Lombard, Illinois

**Account Executive** *September 90- March 97*

**EDWARD DON & COMPANY,** Foodservice Distributor, North Riverside, Illinois *June 89- September 90*

**Sales Representative**

### Education

**DE PAUL UNIVERSITY,** Chicago, Illinois

**Master of Business Administration (MBA) Marketing, 1995**

**B.S. Marketing, 1987**

**Search Engine Marketing (Paid Search) Expert, 2007(DePaul University Certification Program)**

### Additional Capabilities

Search Engine Marketing, Category Management Strategy and Execution; IRI, Nielsen, Spectra and NPD Data. Experienced and educated in social media, interactive, and web 2.0 marketing strategies/tactics.