Renée J. Tarnutzer

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VP/Director Marketing/Digital Marketing

**VP/Director eCommerce or Demand Generation**

## Key Skills and Abilities

Strategic Planning⏵Team Leadership/Management⏵Marketing Strategy/Communications⏵Sales

SEO⏵Problem Solving⏵Decision Making⏵Project Management⏵Client/Customer Relations Collaboration⏵Critical Thinking⏵Social Media⏵Website Optimization⏵Effective Communication

Revenue Growth⏵Email Marketing⏵Product Management⏵Adaptable⏵Analytical⏵Content Management

**Work History and Achievements**

Kerry, Inc. Beloit, WI ⏵04/2017 – Present

*Kerry is a global producer of safe, high quality, sustainable food products that are better tasting, more natural, authentic, nutritious and environmentally friendly.*

Marketing Director, Digital

*“You have done more to transform Kerry marketing than most people will ever realize. You have a unique mix of patience and impatience, scrappy and analytical but also collaborative, team driven and a true people leader. Kerry is lucky to have you and I personally have learned a tremendous amount from you.”*

*– K. Toews. 12/2019*

Lead and head digital marketing strategy through demand generation, account based marketing (ABM), eCommerce. Preside over team of 7, with $800K budget. Establish vision of digital first strategy by delivery of targeted integrated activation plans. Identified foremost approaches and groundbreaking ideas to best position digital marketing efforts and provide valuable insights on the driving force behind performance and revenue growth. Collaborate with teams to situate Kerry as highly reputable voice in industry; apply ABM ideologies to propel customers/prospects; exceed (customer) expectations by offering thought leadership that drives sales and increases revenue.

* Increased YOY (year over year) lead volume by 92%, 2018 – 2019.
* Improved digitally influenced sales 35%, 2018 – 2019, YOY.
* Expanded net revenue with linked distributor partners by 15%, 2018 – 2019.
* Lifted Amazon revenues YOY 40%, 2018 -2019.
* Boosted “Closed-won” digitally influenced sales 837%, 2019 – current.

Understory, Inc. Madison, WI⏵04/2016 – 02/2017

*Understory offers insurance products covering severe weather risks like hail to the automotive and agriculture industries.*

Product Marketing Specialist

*“I loved working with Renée. She got things done. She did a great job with everything she touched. She is a wonderful colleague and team player.” – N. Homeier, 02/2017*

Managed all marketing communications activities, with budget of $50K. Produced integrated marketing strategy for start-up. Created tactics for social media, website, SEO, email, app marketing and media relations to introduce product to insurance industry.

* Originated and produced cost-effective program as replacement to marketing spend to promote app. Resulted in 90% cost savings reduction.

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Blain Supply, Janesville, WI ⏵11/2002 – 03/2016

*Blain’s Farm & Fleet is a Midwest retailer that offers quality products at fair and honest prices. They sell camping gear, automotive products (and service), farm or home improvement items, snacks, household, and pet supplies, even clothes.*

**eCommerce Creative Director, Internet Sales & Communications**

Oversaw digital marketing and eCommerce strategy from ground up with team of 9 individuals and budget of $3.5M. Transformed website from online brochure to product catalog to eCommerce. Created strategy to encourage traffic to stores by implementing in store pickup and mobile commerce. Included email marketing, SEO, content management, social media, PPC (Pay Per Click). Managed online product catalog of 75,000+ items, with 30% churn rate. Generated strategic direction of website programming.

* Increased revenue by 409% through email optimization, 2012 – 2015.
* Grew revenue by 97% through SEO, 2012 – 2015.
* Grew overall revenue ecommerce 313%, 2012 – 2015.
* Strengthened PPC conversion rates, 180%, 2012 – 2015.

**Education and Training**

BA in Communication Arts

University of Wisconsin, Madison

ABM Certification: Foundations, Demandbase

ABM Certification: Advanced, Demandbase

Customer Experience Innovation, Digital, Kerry

LinkedIn:

Content Marketing Foundations

Advanced Lead Generation

B2B Foundations: Social Media Marketing

Learning Web Analytics

Social Selling Foundations: Using Content to Drive Engagement

**Computer/Technical Expertise**

Marketo, Pardot, Seismic, Unbounce, WordPress, Brightedge, Bronto, ActOn, Google Analytics, GoTo Webinar, Hootsuite, Mailchimp, UX Pin, Adobe Photoshop, Microsoft Office Suite, Mac & PC Proficient.