

Angell Jackson Kennedy, MBA, Esq.

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MARKETING EXECUTIVE & COMPLIANCE LEADER

PROGRAM & PROJECT MANAGEMENT | STRATEGIC INITIATIVES | BUSINESS & REVENUE GROWTH

Analytical, collaborative, and strategic senior leader with 10+ years of experience and a strong background across insurance, non-profit, and real estate sectors, and a wealth of experience in legal and business management. Proven ability to navigate regulatory landscapes while driving strategic marketing initiatives to fuel business growth. Adept at developing strategies to execute key priorities, maximizing market penetration and profitability, and harmonizing cross-functional efforts to drive organizational success.

- Regulatory Compliance
- Strategic Planning
- Market Engagement
- Team Leadership
- Continuous Improvement
- Brand Management
- SEM/SEO/PPC
- Contract Management
- Public Speaking
- Marketing Strategy
- Crisis Management
- Public Relations & Storytelling
- Technology Solutions
- Risk Assessments
- Data Analysis & Reporting

Employment History

East Baton Rouge Council on Aging | Baton Rouge, LA | 2019 – Present

Chief Marketing & Information Officer | 2023 – Present

Director, Marketing | 2019 – 2023

- Spearheads and chairs 15 strategic planning committees; Orchestrated parish-wide events to serve the needs of 5,000 senior citizens per event; Improved the agency's brand reputation and recognition amongst community organizations, political officials, and the community to fortify partnerships through engagement efforts
- Formulates and executes brand strategies for 20 unique service programs to foster a cohesive brand identity and amplify organizational visibility and impact
- Achieved an 80% increase in digital footprint, online engagements, and social media followership through the development and execution of strategic digital transformation initiatives to drive enhanced outreach and connectivity
- Successfully manages and allocates resources within a multi-million dollar marketing budget; Optimizes expenditures to drive sustainable growth and maximize ROI across marketing channels
- Oversees the coordination of all agency technology systems and databases, including website, internet, intranet, and customer management tools to ensure optimal functionality and integration across platforms for streamlined operations and exceptional user experiences
- Partners with C-level executives and other members of the senior management team to secure buy-in and alignment on key strategic objectives; Champions collaboration to ensure collective commitment to drive success across priority initiatives
- Tripled the distribution and engagement of the agency's quarterly magazine to expand its reach and impact across print and digital platforms; Optimized content and developed action plans to grow readership across channels
- Transitioned marketing strategies from traditional methods to digital platforms; Enabled the implementation of data-driven campaigns, improved targeting capabilities, and enhanced measurement of ROI, resulting in increased efficiency and marketing initiatives impact

Bayou Title Inc. | Zachary, LA | 2017 – 2018

Managing & Closing Attorney

- Spearheaded and implemented marketing strategies to expand the agency's footprint in a new market territory by conducting market analysis to drive brand visibility, attract clients, and establish a strong presence in the target area
- Oversaw the establishment of a satellite office in a new territory to facilitate successful business expansion; Implemented measures to mitigate risks and uphold legal standards while ensuring adherence to all regulatory requirements and internal policies
- Increased business flow through strategic acquisition efforts through targeted marketing initiatives and proactive relationship building to facilitate sustainable growth and increased opportunities for revenue generation
- Fostered and nurtured relationships with real estate professionals and lenders; Built trust and rapport with key stakeholders to position the title attorney as the go-to expert in the field
- Led efforts in marketing title products and services to stakeholders including real estate agents, loan originators, and homeowners; Cultivated relationships and mobilized business growth while consistently achieving forecasted goals
- Assessed and ensured the legal sufficiency of contracts and transactions to safeguard the interests of all involved parties and drive mutually beneficial outcomes

- Successfully executed 20+ real estate transactions monthly from initial negotiations to final closing

GMFS Mortgage | Baton Rouge, LA | 2006 – 2017

Director, Demand (Lead) Generation | 2012 – 2017

Director, Marketing | 2007 – 2012

Manager, Retail Marketing | 2006 – 2007

- Strategically managed a \$1M marketing budget to maximize ROI and drive business growth
- Influenced the strategic direction initiatives and implemented brand recognition objectives, SEO strategies, and organic lead traffic optimization, resulting in a 45% reduction in lead generation expenditures
- Spearheaded the recruitment and development of a high-performing marketing team of 5; Fostered a collaborative and innovative work environment to drive productivity and achievement to meet performance benchmarks
- Successfully managed the marketing needs of 10 regional locations and 50 mortgage officers to strengthen brand presence and customer engagement while empowering them to achieve their individual targets and contribute to overall business success
- Upheld the integrity of marketing practices by compiling state and federal audit reports to ensure compliance with regulatory standards; Analyzed lender advertisements and promotions and reported findings to the Chief Compliance Officer
- Performed market analyses and formulated strategic recommendations for corporate growth to enhance profitability, attract new clients, and optimize operational efficiency; Collaborated with senior leaders to implement targeted measures to capitalize on market opportunities
- Optimized engagement across multiple channels through the integration of automated email and direct mail solutions customer relationship management software to enhance sales performance

Education

Southern University Law Center, *Juris Doctor, cum laude*

University of New Orleans, *Master of Business Administration: Marketing & Finance, cum laude*

Xavier University of Louisiana, *Bachelor of Science: Marketing & Business Administration, cum laude*

Licensure

Louisiana, Supreme Court of Louisiana | Licensed Attorney

East Baton Rouge, Louisiana | Licensed Notary Public

Louisiana, Department of Insurance | Licensed Title Insurance Agent

Professional Affiliations & Leadership

Election Commissioner | East Baton Rouge Parish Clerk of Court

Board Member | Crohn's & Colitis Foundation

Member | Alpha Kappa Alpha Sorority, Inc.

Member | American Marketing Association

Member | American Bar Association

Member | Louisiana Bar Association

Technical Skills

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Suite, MailChimp, Constant Contact, Survey Monkey, One Call Now, WordPress, Castr, DropBox, Salesforce, LeadMailbox, CRM Tools