

# Kelly Giordano

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## Professional Experience

### **Avenue Equestrian**

#### **Founder & CEO** (Jan 2021 - present)

Avenue Equestrian is a consulting agency focused on providing leadership-level strategic support to help equestrian business leaders feel confident and clear on the direction of their businesses, articulate meaningful goals and understand the actions to make those goals happen. Avenue Equestrian educates, inspires, leads and helps business leaders expand their skill set to define and find success.

- Act as a fractional executive based on the needs of the business which includes: Chief Communications Officer, Sales & Marketing Strategist, Business Development Strategist and Chief Operating Officer.
- Develop high-level financial goals and forecasting models using client data to determine growth targets and develop the strategies to achieve those goals.
- Create omni-channel marketing plans that include organic, earned and paid content to increase brand awareness and recognition.
- Identify relevant KPIs based on financial targets and marketing activities; support leadership in understanding their data and how they can make business decisions to influence that data.
- Support clients with effective communication across all channels by coaching leadership, providing communications corrections, offering consistent feedback and communicating on leaders' behalf.

### **Aureliano Equestrian**

#### **Business Manager** (Jan 2021 - present)

- Create marketing plans to increase the number of customers in the boarding, sales and lesson program. Effectively expanded the program from 25 lessons per week to over 150+ lessons per week.
- Cultivating strategic partnerships to enhance client engagement and drive business growth, harnessing collaborative relationships to expand our client base and increase market presence.
- Assess business investments to understand impact to profitability.

#### **Barn Manager + Assistant Trainer** (Jan 2021-2022)

- Managed the operations of a 30+ horse competitive show and lesson barn. Duties included daily care of the horses, preparing them for competition, organizing the barn, managing feed and supplements, maintaining equipment and devising the strategies for optimum performance.
- Taught horseback riding lessons to students of all levels. Duties include safely coaching riders on how to perform specific movements and skills on and off the horse.

### **Verbal+Visual**

#### **Lead Ecommerce Project Manager** (Jun 2019 - Jan 2021)

- Led the end-to-end production of best in class ecommerce websites for small to medium retailers in the apparel and beauty industries.
- Leveraged customer insights, data analysis and industry best practices to create, recommend and execute strategies and solutions that support clients business goals including increases to website traffic, conversion rate, average order value and units per order.
- Identify meaningful insights derived through analytics and A/B testing to plan and produce new feature strategies.
- Exhibit strong leadership skills by prioritizing client and agency needs across multiple projects; balance and plan resources for 5+ clients at a time.
- Continuously advocate for clients needs and ensure clients brands are represented through the entire lifecycle of the project; support branding exercises as needed.

## **FULLBEAUTY Brands**

### **Manager, Strategy and Operations** (Mar 2017 – Jun 2019)

- Collaborated with executive leadership to prioritize, plan and execute key strategic initiatives essential to FULLBEAUTY Brands transformation; identify and accelerate strategies for growth and cost savings using data, insights and analytics to execute project based on current business performance and marketplace indicators.
- Design, implement and manage the end to end FULLBEAUTY Product Development corporate calendar, delivering standard timelines, processes and expectations across multiples brands and seasons; continuously optimize the corporate calendar to deliver quality product to invoke a strong customer experience across all channels.
- Manage cross-functional project by creating comprehensive project plans for various strategic initiatives, cost savings and operational efficiency including:
  - Planning and Inventory Process Improvement
  - FBB Fit and Quality Data Analysis and Standards Improvement
  - Creative Services Process Improvement
  - Organizational Design
  - Excess Inventory Liquidation
  - Competitive Intelligence Strategy

### **IBM** (Oct 2012 – Mar 2017)

#### **Managing Consultant, IBM Global Business Services** (Nov 2016 – Mar 2017)

#### **Senior Consultant** (Jun 2014 – Nov 2016)/**Consultant** (Oct 2012 – Jun 2014)

- Created strategies to chase big ideas and develop creative opportunities that push boundaries to help clients imagine a more exciting future through the integration of people, processes and technology.
- Advised and collaborated with IBM and client leadership, as well as practitioners at all levels of the organization to align the tactical initiatives required to achieve the strategic vision.
- Understand client needs and identified new opportunities through Design Thinking, creative problem solving and social collaboration to develop comprehensive solutions that answer the biggest questions challenging client success.
- Built organizational change management capabilities to support large scale transformation by leveraging Change Management frameworks, social tools and creative approaches to engage employees and leadership.
- Reduced redundancy and increased efficiency across organizations in a multitude of contexts including organizational design, operation model implementation and overall business/technology transformations through cultural, communication and organizational change.
- Demonstrated success within a global context, delivering projects virtually and in-person throughout several regions of the world through effective messages that engaged employees and leadership across multiple communications platforms.
- Key Project Experience
  - Organizational Change Management Lead, BNSF Railway (Jan 2016 – present)
  - Organizational Design Consultant, HSBC (Oct 2015 – Jan 2016)
  - Operating Model and Organizational Design Analyst, Top 100 CPG Company (June 2015 – Oct 2015)
  - Reporting and Communications Lead, The University of Texas (Dec 2014 – June 2015)
  - Social Training Developer, IBM Human Resources (Jul 2014 – Dec 2014)
  - Global Financial Crimes Data Analyst, JPMorgan Chase (Apr 2014 – Jul 2014)
  - Business Transformation Analyst, Mylan Pharmaceuticals (Jul 2013 – Apr 2014)
  - Business Analyst, Carter's Inc. (Jan 2013 – Jul 2013)

## **Education**

The Pennsylvania State University

B.S. Education Public Policy & B.A. Sociology, Minor: Business (2012)