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Steven Singer Jewelers' LeeAnn Kindness Wins "Marketer of the Year" Award

Philadelphia, PA – June 12, 2013 – The Philadelphia Chapter of the American Marketing Association (PAMA) has named LeeAnn Kindness its "Marketer of the Year" in consumer marketing.

Kindness, Marketing Director for Steven Singer Jewelers, was honored along with three other winners at PAMA's 2013 Marketer of the Year Awards on May 20th for demonstrating significant ROI from effective design and management of marketing programs as measured through transactions, sales, encounters, and search engine rankings.

Kindness worked with Wilmington, DE-based Trellist Marketing and Technology on a campaign that leveraged the jeweler's irreverent and offbeat brand voice at every touch point, capitalizing on the significant brand awareness generated through satellite and terrestrial radio since 2002. Kindness and Trellist developed a multi-channel digital and direct response marketing strategy, launching with email and then expanding to paid search, online display, and retargeting. By integrating test and learn methodologies, Kindness and Trellist were able to close the gap between brand awareness and conversions – increasing eCommerce transactions for Steven Singer Jewelers by 52% over the previous year, with an astonishing ROI of 1,028%.

"Our nominees excel at understanding and surmounting challenges, devising and delivering insightful action plans, and generating results that are measured at the bottom line of a balance sheet," said PAMA president Matt Roberts. "We congratulate LeeAnn and Trellist for the work and the results achieved for Steven Singer."

Kindness has been the marketing director for Steven Singer Jewelers since 2004 and helped develop the jeweler's now famous "I Hate Steven Singer" outdoor campaign. She directs all marketing and eCommerce for Steven Singer Jewelers, plans and manages all media buying, and oversees the jeweler's growth and creative direction. Kindness has worked with Trellist since 2006 on initiatives focusing on eCommerce and online marketing.

About Steven Singer Jewelers

Steven Singer Jewelers is one of the largest single store national independent jewelers in the country. With 30 years on Philadelphia's historic Jewelers Row, Steven has been an innovator of the jewelry industry with his maverick marketing efforts and unprecedented entry into the online world. For more information, please visit www.IHateStevenSinger.com.



About Trellist Marketing and Technology

Founded in 1995, Trellist Marketing and Technology is a mid-size professional services firm with practice areas in Business Strategy, Marketing & Branding, IT & Application Development, and Education & eLearning. Trellist offers high-level strategic consulting and tactical design and development as a full-service agency or a resource management organization. Headquartered in Wilmington, DE, Trellist works with global, national, and regional clients.

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