



# Jeni Bukolt

Jeni seeks to make mavens across the nation by sharing industry insight and knowledge on community branding delivered through engaging speaking events and interactive workshops.

## About Jeni

### MAKING MAVENS AROUND THE NATION

Jeni Bukolt speaks on a range of topics for community-building mavens. As the founder and president of HAVEN Creative Agency, Jeni discovered her true passion is exploring the "why" behind a brand. Throughout her 17 years of experience in community marketing, she has helped community leaders and successful business owners connect the dots to create visually impactful brand stories... while attempting to make them laugh at all costs.

Jeni is a woman who wears many hats – she is a daughter, an entrepreneur, a friend, a volunteer, a Waxhaw resident, a wife, and above all, a mother. Today, she positively influences the lives of driven business owners and communicators through her speaking events and hardcore honesty on social media as a working mom and successful business owner.

## Keynote Topics

### THE POWER OF COMMUNITY BRANDING

Community branding is the key to maintaining and celebrating what makes your community special. In this keynote speech, Jeni will dive into how community branding can be utilized to reignite that spark in your community to boost morale and bolster economic development.

### THE HAW-SOME SIDE OF FAILURE

In 2015, Jeni's agency was hired to rebrand the Town of Waxhaw. What ensued was chaos, public harassment, and a town divided over three letters. The other outcomes of the project? Strong branding elements that are still used in the town today, multiple government communication and design awards, and a story about "failure" that will inspire you to take action.

### PIVOT PLANNING SESSION

Not sure what direction your brand is heading or are you at a lost with your current marketing strategy? The Pivot Planning session is for you. This interactive workshop is facilitated by Jeni and her mavens. In the four hour session, the mavens work with your leadership team to identify areas that you can pivot to elevate your marketing strategy. By identifying personas, pain points, key messaging and SMART goals in the session, your team will have clarity, alignment and be ready to take action to make it happen!

## Testimonials

"Jeni co-led a social media workshop for our agency. I found her presentation to be perfect for our audience and relevant to both small and large agencies. It was very informative. We were all able to walk away with simple, actionable items that could be implemented immediately to get noticed and get results. We would highly recommend Jeni to any individual or business seeking to improve marketing!"

- Laurie Johnson,  
Public Health, Iredell County, NC

"Jeni facilitated an inbound strategy session for the Entrepreneur Organization. Her high energy and enthusiasm made the session engaging and insightful. The end result was an actionable marketing plan that we were able to implement immediately."

- Tom Bojarski  
Entrepreneur Organization Charlotte

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