



April 20, 2023

To Whom It May Concern:

Kendra Cornell was hired as the Digital Marketing Manager at the Greater Green Bay Chamber in October 2020. I served as the head of the Marketing department beginning in October of 2022. Since that time, I have known Kendra to be very knowledgeable regarding social media.

During her time with the Chamber, Kendra was able to work both independently and as a team player. Kendra was incredibly strong in search engine optimization. She was diligent about understanding the why behind new social media trends, algorithms, and individual platform quirks. Another one of Kendra's strengths were domain management. I always appreciated Kendra's passion regarding both website and social media analytics. Kendra's work with the Chamber helped us put our best foot forward on social media.

If I may answer any questions, please do not hesitate to contact me at (920) 593-3410 or bj.schnese@greatergbc.org.

Respectfully,

Beth Jones Schnese

Beth Jones Schnese
Vice President of Administration
Greater Green Bay Chamber