

Jenn Kjellman, JSK Marketing, Success Story – March 31, 2025

By Lorrie DeFrank

In the six years since Jenn Kjellman started her full-service marketing business in Jacksonville, it has grown about 30% every year and serves more than 100 clients in 30 states. Although the president and founder of JSK Marketing, LLC, already had her company when she connected with the Jacksonville Women's Business Center in 2020, she gives it significant credit for its continuing success and growth.

Her involvement with the JWBC has been remarkable. She has taken most of its entrepreneurial and personal growth courses and is the most recent graduate of its *ATHENA PowerLink®*, an internationally renowned mentoring program that links accomplished women business owners with a panel of volunteer advisers for a year. Committed to giving back, Kjellman teaches Marketing Matters classes and serves on the JWBC Advisory Board.

Recently named Entrepreneur of the Year by the Jacksonville Daily Record and a Best Place to Work in Jacksonville the last two years by the Jacksonville Business Journal, she accomplished all this while balancing the challenges of new motherhood. Her boys are 3 and 9-month-old twins.

Friend and former JWBC Director Jackie Perrault acknowledged that Kjellman's then new business was doing well but could benefit from JWBC's services. "What drew me in was we were pursuing government contracting and could use JWBC as a resource to be able to navigate the legal part of the business I was not familiar with," Kjellman said.

Originally from Atlanta, Kjellman started her career in nonprofits then switched to corporate marketing with Chick-fil-A. Dream Finders Homes recruited her to Jacksonville to run its marketing department nationally. Yet she dreamed of having her own business. "Before we started a family, my husband encouraged me to take a leap of faith and start JSK Marketing," she said. James Kjellman is chief strategy officer and partner.

"Our goal is to be a strategic partner for our customers and help them invest their time, resources and energy to do things that are going to bring the most return on investment for them," she said.

From connections through her Dream Finders job, she began with a customer base that needed her help.

"With digital, we are able to serve people all over the place, but we don't take on competitors within geographic areas. We want to give our clients our best ideas and strategies and be an extension of their team," Kjellman said. "We serve any company of any size, from nonprofits to major Fortune 500 companies and corporations. Our sweet spot is probably \$5 million to \$15 million dollars in revenue."

Conceding that digital marketing will never replace referrals, the first thing potential clients do is check social media and websites, she said, adding, "That's your storefront nowadays, your best way to get your name out."

In addition to JWBC, Kjellman commends her staff of now seven full-time employees—particularly Katie Pogachnik, whom she called a trusted adviser and her right hand—with taking on leadership roles and keeping the business strong while she was out with family responsibilities.

She said one of the biggest changes she made as a result of JWBC training was around human resources structuring and making sure the business was protected on the risk side. She learned a lot from peers as well as instructors.

Kjellman praised the JWBC Success Circles. She has attended monthly meetings with the same group of women business owners the last several years. “To have a trusted group of advisers who are championing me and looking out for my best interests is valuable,” she said.

Kjellman took four of the five programs needed to earn the JWBC Entrepreneur Certificate. “They really helped with some things I wasn’t as proficient in, like finances and legal structures and even some leadership components,” she said. “They helped me be a well-rounded CEO as a whole.”

Kjellman said the advanced ATHENA program was like having a free board for a year to help with business challenges and be available for advice in the future. She said her mentors helped her be more operationally effective so her business can grow strategically.

“When I met Jenn a few years ago I was immediately impressed with her clarity in terms of her business goals and issues. She’s been part of our JWBC Beaches Success Circle and continues to grow as a business owner,” said Joan Bonnette, Success Circle facilitator and Kjellman’s ATHENA coordinator. “Importantly, she now has achieved a level where she works ‘on her business’ rather than working in her business. She guides her company by setting company goals and strategies in collaboration with her staff and ensures desired outcomes.”

“The work JWBC does is super impactful,” Kjellman said. “Women can feel intimidated when getting resources and starting a business. It provides a safe place to explore business ideas or figure out how to grow a business where they know they will be accepted and cared for.”

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