

Pamela Hennessy

Marketing and Creative Direction

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EXPERIENCE

2017-19 | Regroup Mass Notification Director, Marketing Communications

- Created corporate branding and messaging standards for existing and new market spaces
- Oversaw and directed all customer-facing assets including website, email campaigns, content, social media, collateral materials and support materials
- Directed marketing and creative services staff and managed all aspects of marketing communications
- Coordinated with Product and Business Development on new releases and go-to-market strategies
- Established SEO and social media strategies

2014-16 | ProPoint Solutions Director, Marketing Communications

- Created all digital assets and collateral materials
- Created vertical market strategy and worked with Business Development, Product and Sales to bring new offerings to market
- Redesigned company website, email campaigns and digital advertising assets
- Developed outbound campaigns, social strategy and SEO/SEM
- Developed technical support and tutorial materials for customer support

2007-13 | Ocean Optics Director, Marketing Communications

- Directed global marketing teams and oversaw all corporate communications including public relations and customer-facing content
- Responsible for digital strategy, collateral, product branding and trade show operations
- Created complementary marketing efforts including social media, Spectroscopy TV, tutorial content and customer forums
- Established brand guidelines for global use
- Worked with Sales to develop CRM standards

Experienced, talented marketing and creative services director with strength in digital marketing, branding, content management, corporate communications and team leadership. Currently working as a freelance consultant.

SKILLS

Marketing Direction

Creative Direction

Corporate Communications

Content Creation

Copy Writing and Editing

Public Relations

Website Design and
Deployment

Email and Nurture Campaigns

Data Analysis

Strategy

Team Leadership

Brand Building

Social Media

SEO/SEM

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EXPERIENCE

2005-07 | KW Media Group

Marketing Director, Associate Publisher

- Responsible for growth marketing of Layers magazine, Photoshop TV, Illustrator Techniques
- Worked with creative staff to produce advertising, digital assets, copy and content
- Created go-go-market strategy for legacy products and new releases
- Developed and executed trade show strategy
- Established B2C KPIs for Sales and Marketing of instructional magazines, books and DVDs

1997-05 | 1 Nation Technology

Director of Marketing

- Print and digital design, including website, product logos and corporate brand
- Design and development of corporate website
- Copy writing and editing
- Planning and budgeting of advertising and public relations
- Marketing strategy and analysis
- Development and deployment of company's CRM software

PERSONAL

I am a United States citizen, living in Guanacaste, Costa Rica. I maintain banking and fulfill my tax obligations in the United States. I am also available for travel.

My personal interests include hiking, kayaking, painting, gardening, music and local charities.

TOOLS USED

Adobe Creative Suite

Microsoft Office

Corel Creative Suite

WordPress

Joomla

HTML/CSS

Shopify

Klayvio

Squarespace

Hootsuite

Salesforce

Hubspot

Slack

Audio and Video Software