



## Pamela Hennessy

Marketing & Creative Services

### PROFILE

I'm a talented and results-driven marketing and creative director who is able to create a strong brand presence, tell a compelling story and exceed expectations - independently or as a team leader.



[www.pamelahennessy.com](http://www.pamelahennessy.com)



727-242-5270  
+506 8445-1454



[me@pamelahennessy.com](mailto:me@pamelahennessy.com)



@phennessy

### EXPERTISE

Marketing Strategy  
Team Management  
Art Direction  
Creative Direction  
Graphic Design  
Web Design  
Copy Writing  
Email Marketing  
Social Media  
Public Relations

CORELDRAW



PREMIER



PHOTOSHOP



WORDPRESS



ILLUSTRATOR



HTML, CSS



INDESIGN



MICROSOFT OFFICE



### EXPERIENCE

#### Director, Marketing Communications Regroup Mass Notification

December 2016 - Present

I redesigned Regroup's website on WordPress and honed their SEO practices. The company enjoyed improved search engine ranking within a short few months, and I automated a number of lead collection processes for their online marketing efforts. With my team, I helped Regroup create meaningful, relevant content for potential clients as well as client support. We produced powerful white papers, marketing collateral, press releases and other materials, all smartly designed to effectively tell the Regroup story.

I directed the creative team to improve look and feel, branding and trade show graphics and incidentals. My efforts have given Regroup a much-needed facelift and have streamlined the creation process. Finally, I developed the company's market coordination process between Marketing, Sales Operations and Business Development. This helped to keep all departments ahead of deadlines and within budget.

## Director, Marketing Communications

### ProPoint Solutions, LLC

October 2014 - December 2016

I redesigned the company's website to be a responsive site and to fit more closely with Google's SEO algorithms. We enjoyed a 1st page position on Google within the first 6 months and for the first time in the company's history. I also redesigned customer-facing collateral and documentation such as guides and manuals, giving graphics, logo and copy a fresh approach.

Putting together regular communications with customers through email allowed the company to more effectively communicate changes to features when new versions became available. I used our email communications to alert customers of these changes and to always present offers suitable to their business needs.

I helped the company improve their exhibitor game by providing creative direction, full graphic treatments and leadership.

## Global Media Director

### Ocean Optics

June 2007 - March 2013

My duties included all print design, copy writing, developing a social media strategy, trade show direction, branding and working closely with development teams on product development. Working with a creative services team, I was able to produce a 250+ page product catalog in a way that would allow more fluid updates and revisions. I took on the copy writing tasks as well as creative direction.

I worked to bring the company off of a dated .ASP website and into a WordPress environment, ensuring better SEO reach, responsive design and a more attractive and functional site. I built the graphics, produced the copy and integrated the site into social media efforts. I also produced and edited copy for application notes, product decks, support documentation and all customer-facing collateral and communications.

## Associated Publisher, Marketing Director

### Kelby One Media Group

May 2005 - June 2007

I was originally hired to manage the startup of Layers magazine and, within one year, I drove nearly 35,000 new subscriptions. I was also given a lead role in the creative direction of in-house and client-sided advertising in Layers' print and digital editions. While at KW, I directed and produced Photoshop TV, a weekly video podcast that delivered tutorial content and step-by-step tips for users of Adobe Photoshop.

Additionally, I took over marketing efforts for Adobe Illustrator Techniques and a number of DVD products produced by Kelby One. I was able to successfully brand, market and generate sales for each product line without a settled budget.

## Director of Marketing

### 1 Nation Technology Corporation

July 1997 - May 2005

From the ground floor up, I designed and developed 1 Nation's brand and image, all graphic materials, all collateral and the company's website. My work was seen in major telecom industry publications as early as 1997 and as late as 2008. I joined 1 Nation while it was still in its startup days and helped the company grow from 10 to 25 million in revenue within the first two years.