

# PAMELA HENNESSY

## Marketing and Creative Direction

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The Americas - Remote



## SUMMARY

I'm an experienced and talented marketing and creative services director with focus on digital marketing, team leadership, creative direction and branding.

I am able to work independently or as a team leader. Creating a compelling story to drive interest and growth is my passion.

## EXPERIENCE

### Director, Marketing Communications

Regroup Mass Notification - San Francisco, CA  
2017 -

Regroup produces a SaaS mass notification platform that has its genesis in emergency alerting for higher education. I joined Regroup to help the company expand into vertical markets with a focus on enterprise.

- I redesigned the regroup.com website and established the company's SEO and social media efforts. The company enjoyed improved search engine rankings within a few short months.

I was responsible for the company's branding and voice. This included all outbound and inbound marketing, email campaigns, direction of collateral and client-facing support communications, copy writing and editing and overall art direction.

I guided a team of creative services professionals to produce the company's webinars, white papers, case studies and all marketing partner relationships.

## SKILLS

Adobe Creative Suite

Corel Creative Suite

Microsoft Office

WordPress

Joomla

Drupal

CSS/HTML

mySQL

Salesforce

SEO

Social Media

## STRENGTHS

### ● Leadership

Able to lead teams and projects with focus on quality, results and deadlines.

### ● Creativity

Skilled in design, art direction, branding, copy writing and managing workflow.

### ● Professionalism

Able to communicate and collaborate effectively in house and customer-facing.

### ● Initiative

Capable of hands-on approach to ensure the best outcome for each project.

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## EXPERIENCE

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### Director, Marketing Communications

ProPoint Solutions - Chandler, AZ/Minneapolis, MN

2014 - 2016

ProPoint Solutions produces SuperSalon software, a SaaS solution for point of sale, specializing in the personal care services industry. I joined ProPoint as a one-person department, focused on expanding their reach, improving their branding and establishing inbound marketing efforts.

- I redesigned the company's website to a responsive site and to be more effective 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 all customer-facing collateral and documentation such as guides and manuals -- giving graphics, logos and copy a fresh approach.

I established the company's email marketing campaigns, nurture campaigns and all inbound campaigns. Working with ProPoint's staff writer, I repurposed all manuals and support documentation for end users.

Though ProPoint did not attend many conferences, I helped establish their conference presence and designed all booth graphics, collateral and supports.

### Global Media Director

Ocean Optics - Dunedin, FL

2007 - 2013

Ocean Optics specifies and manufactures sensing instruments for scientific, educational and clinical applications. I joined the company as their US Marketing Director and was eventually named their Global Media Director, overseeing branches in Europe and China.

- Working with a team of creative and marketing professionals, I helped Ocean Optics completely retool their brand. This included a redesign of the website, all collateral, catalogs, product logos, trade show graphics and social media assets. I directed the production of tutorial videos and other learning content.

Established the department's workflow and KPI standards and, along with the administrative team, I was instrumental in helping Ocean Optics implement a CRM system for all branches.

[Additional Work History and References Available Upon Request](#)