

PAMELA HENNESSY



WHO I AM

Since the late 1980s, I've been involved in marketing, branding, design and creative direction. My experience encompasses digital, online, printed and other presentation mediums.

CONTACT

727-266-0591

skype | phennessy

me@pamelahennessy.com

www.pamelahennessy.com

EXPERIENCE

You can get a more in-depth explanation of these companies and my experiences with them at pamelahennessy.com/resume.

2014 - Present
Rogers Software Development
Director, Marketing Communication

Responsible for design of logos, collateral and website; copy writing, editing and publication of company blog, newswires and press releases; direction of campaigns, email marketing, predictive marketing and trade shows; responsible for SEO practices.

2007 - 2013
Ocean Optics
Global Media Director

Responsible for all print design, collateral, product catalogs and direct mail; website design and maintenance as well as blog and video content; drove the company's press relations and trade show efforts.

2005 - 2007
KW Media
Associate Publisher, Marketing Director

Published and promoted Layers magazine, Adobe Illustrator Techniques magazine and Photoshop TV video podcast; responsible for trade show efforts; directed design teams; produced advertising content and copy.

1996 - 2005
1 Nation Technology
Director of Marketing

Responsible for the company's print and advertising, direct mail and collateral; designed and maintained the company's website and online presence; developed email marketing and digital content; responsible for trade show presence and press relations.

TOOLS USED

Photoshop
Illustrator
InDesign
Acrobat
Lightroom
After Effects

Captivate
Dreamweaver
CorelDraw
Outlook
Word
Access

Excel
Publisher
Visio
Project
HTML5
CSS

PHP
MySQL
WordPress
Joomla
Drupal