

PAMELA HENNESSY

Marketing Communications – Creative Direction – Growth Strategy – Team Leadership
727-250-0385 | WhatsApp +506 8445-1454 | me@pamelahennessy.com

Background

Experienced, seasoned marketing communications professional with proven strengths in creating compelling content, managing projects, driving demand and streamlining processes to achieve superior results. I'm a skillful storyteller and excel at turning data into growth.

Skills

Multi-channel marketing
(SEO/SEM, content, email, website, social media)
Campaign development and management
Content creation and management
Marketing infrastructure and operations
B2B and B2C demand generation
A/B testing
Graphic and website design
(Adobe Creative Suite, Corel Creative Suite, WordPress, HTML/CSS)
Public relations
Event planning and execution
Budget and cost analysis
Art direction
Copywriting and editing
Salesforce, Pardot
Google Ads and Analytics
Team development and leadership
Print and digital design

Consultant Work

Marketing and Content Consultant
Oru Kayak
2020 – 2021

Creating SEO-on page content for corporate website and YouTube channel, blog article creation and graphic design.

Experience

Director, Marketing Communications

Regroup Mass Notification

2017 – Present

- Created product branding strategy for new and existing markets
- Developed vertical market strategy and campaigns
- Managed all customer-facing assets including website, email campaigns, content, social media, marketing and support collateral
- Established SEO and social media strategy
- Developed and managed content strategy and calendar
- Directed fully-remote marketing team
- Conducted competitive analysis
- Managed department budget
- Collaborated with Product and Business Development on all new releases

Experience

Director, Marketing Communications

ProPoint Solutions

2014 – 2017

- Created all customer-facing content including website and email copy, white papers, case studies and social media content
- Created and redesigned all digital assets including corporate website, email graphics and social media graphics
- Developed vertical market strategy and campaigns
- Developed SEO/SEM strategy for website and content
- Created technical support and tutorial materials for Customer Support teams
- Managed department budget
- Conducted competitive analysis
- Provided data-driven strategy

Experience

Director, Marketing Communications

Ocean Optics – Ocean Insights

2007 – 2013

- Directed global marketing teams in North America, Europe and Asia
Oversaw all corporate communications and public relations
- Developed branding strategy for new product releases

- Developed product catalog including copy, graphics and supporting campaigns
- Managed all digital strategy including website, email campaigns, social media, Spectroscopy TV, tutorial content and customer forums
- Planned and executed corporate trade show and conference efforts
- Maintained editorial and other campaign calendars
- Worked with Sales to develop CRM standard
- Established brand guidelines for global use

Experience

Product Marketing Manager

KW Media – Kelby Media

2005 – 2007

- Responsible for the growth of Layers magazine, Illustrator Techniques magazine, Photoshop TV and full line of educational books and DVDs
- Creative direction of all advertising in support of product line
- Produced or directed the production of digital assets, content, tutorial materials and email campaigns
- Developed and executed trade show and learning conference strategy
- Established KPIs for Marketing and Sales
- Developed CRM standard
- Created go-to-market strategy and campaigns for new product releases

Experience

Director of Marketing

1 Nation Technology

1997 – 2005

- Print and digital design including corporate website, product logos and corporate brand
- Copywriting and editing
- Content creation for print collaterals and support documentation
- Planning and budgeting of advertising and public relations
- Marketing strategy and analysis
- Development and deployment of company's CRM software and standard