



Karyn Jennings

Director of Marketing

Specializing in Marketing and Graphic Design

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Summary

Accomplished, award winning Director of Marketing specializing in Digital Marketing and Graphic Design with over 15 years of experience and the ability to effectively assess company goals and use marketing strategies and techniques to meet them.

Extremely self-motivated, creative leader and team player with the ability to encourage and execute brand vision. Highly developed skill set that includes original concept designs of all digital and interactive components, as well as social media management and advertising and print collateral.

Education

Colby-Sawyer College
Bachelor of Arts, Graphic Design Concentration
New London, NH

Holderness School
Plymouth, NH

Organization

UNH Community Literacy - Board Member

New Hampshire Breast Cancer Coalition - Former Board Member

Skills

Adobe CC, Google Adwords, Google Analytics, Microsoft Office, Wordpress, Social Media Management and Advertising, Constant Contact, Emma Email Marketing, Brivity CRM, Second Street and Aptivada online contest platforms.

Work Experience

Special Olympics New Hampshire - Concord, NH

Director, Marketing & Communications, 2023-Present

Oversee all branding, messaging, and stories.

Conceptualize, design, and execute marketing campaigns that are seen locally and nationally.

Oversee and manage website content.

Create brand development for event and promotional materials, including print collateral and digital assets.

Create, manage and report on social media campaigns.

Create weekly email marketing campaigns.

Analyze and report on web metrics.

Manage and support event photography.

Manage social media platforms and create social media ad campaigns.

Manage public education.

The Dow Group, Keller Williams - Wolfeboro, NH

Director of Marketing, 2020-2023

Oversee all internet lead generation, including TDG websites, landing pages, and digital campaigns.

Conceptualize, design, and execute marketing campaigns that are seen locally and nationally

Create brand development for event and promotional materials, including print collateral, websites, digital marketing, and social media campaigns.

Produce video content.

Analyze and report on web metrics.

Manage touch programs and measure their effectiveness, including monthly email newsletters, autoplan emails, texts, calls, Just Listed/Sold print materials, social media, and all direct mail pieces.

Manage and create social media campaigns.

Manage client events, appreciation, and gifts.

Manage the "Heads Up" marketing program and open house procedures.

Manage lead partnerships, including Next Move, Home Light, Zillow, Hommatti, and Google.

Collaborate with the Director of Sales to develop, manage, and track ROI of all lead generation programs.

Manchester Radio Group - Manchester, NH

Digital Marketing Director, 2007-2020

Collaborate with the marketing and sales team to understand and create solutions to deliver program objectives through digital campaigns.

Conceptualize, design, and execute marketing campaigns that are seen locally and nationally.

Analyze and report on monthly web metrics as well as digital marketing and social media campaigns.

Design and develop style frames that accurately depict graphic concepts, which are turned into online display campaigns for five radio stations as well as clients.

Manage the e-commerce website SaveBigNH.com.

Develop brand materials for events and promotions, including print collateral, websites, digital marketing, and social media campaigns.

Produce video content for client commercials and promotional videos for stations.

Freelance Design - Lee, NH

Graphic Designer, 2005-Present

Assist companies with their visual communication, specializing in problem-solving through clear messaging and brand execution.

Create and design print materials, including logos, brochures, posters, postcards, DVD covers, mailing inserts, flyers, and web graphics.

Clients include Benjamin Walk, Dyeables, New Hampshire Association of Broadcasters, Girls at Work, Appalachian Mountain Club, Boston Harbor Hotel, Body by Trimester, Flatwater Lodge, and The Talloires Network at Tufts University.