

Lee Phenner

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Expertise

Versatile and creative brand and marketing communications executive with extensive creative agency and in-house experience. Expertise in strategy, brand identity & culture, and management of experiences that realize mission and drive results.

- Strategic planning and integrated brand marketing communications
- C-Suite and cross-functional consultation and collaboration
- Team-building and leadership
- Data-driven and creative digital and social media marketing
- Creative content development
- Diversity, Equity, Inclusion & Belonging

Experience

Head of Marketing/Director of Communications

Action for Boston Community Development, Boston, MA

2015 – present

Reporting to the CEO, drive strategic and creative development and implementation of brand-centered integrated marketing to all stakeholders; lead strategic communications including PR, executive and employee communications. Develop messaging platform, expand brand awareness, program support, and donor relations.

- Rebranded and built high-performing in-house team, dramatically elevating caliber of work and delivering integrated marketing communications for programs, signature events, and fundraising.
- Fostered a culture of innovation by introducing digital tools and driving data-driven results. Implemented systems and standards for efficient project, social media, event and PR management, campaign tracking and performance.
- Led executive and internal communications and rapid response during COVID-19 pandemic.
- Introduced employee engagement communications including a monthly newsletter, recurring social media campaign, virtual town halls and intranet reinvention.
- Implemented SEO and Google Analytics improving inbound traffic, improved UX and onsite behaviors year over year; integrated with social & digital channels for lead generation, growth and conversions.
- Introduced use of event microsites, driving brand awareness and conversions.
- Oversee social media campaigns that surpass KPIs including program participation, volunteer recruitment and donations. Example: surpassed goal with targeted blitz driving a 120% increase in program inquiries over previous period.
- Led integrated marketing campaign that expanded staff recruitment (35 hires in six-month period).
- Reframed storytelling for social impact; emphasis on DEI / racial, health, wealth, and climate equity.

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Associate Creative Director

THD, Lexington, MA

2013-2015

Delivered branding and integrated marketing experience to nonprofit development communications. Surpassed fundraising goals for client partners including the Alzheimer's Association, Habitat for Humanity, Multiple Sclerosis Society of Canada, Ms. Foundation for Women, Mercy Corps; mentored creative staff.

- Mercy Corps: Acquired 50k new donors/year, increased file size to 135k+ active donors.
- Alzheimer's Association: Delivered 72+ individual DM & email campaigns to 1 million+ donors.

Principal

Lee Phenner Communications, Newburyport, MA

2010-2013

Develop brand strategy, identity, content development and marketing management.

- Co-led rebranding and launch of investment consulting firm NEPC
- Created and managed marketing & events for award-winning gourmet specialty business Salt & Olive resulting in 25% year-over-year growth
- Moore Center rebranding and launch of integrated marketing suite

Vice President, Corporate Identity & Design

Hill Holliday, Boston, MA

2002 - 2010

Department leader contributing to business development and branding and communications initiatives that drove market leadership for clients in consumer, B2B, healthcare, technology, financial services, nonprofit, and education sectors. Examples:

- Achieved goal to double Cognos' annual revenue in five years, resulting in desired acquisition
- Integral to successful reinvention of Tyco Healthcare as Covidien through development of internal and external communications including website, email campaigns, literature
- Client partners included Bank of America/Fleet, Adidas/Rockport, John Hancock, Liberty Mutual, Partners Health Care, Partners In Health, Boston University

Director, Brand Strategy/Senior Writer

Fitch, Boston, MA

1998 - 2002

Directed and collaborated on positioning and brand identities, brand strategy and architecture, naming and nomenclature systems, messaging and content across all media for national and global clients seeking to launch, reinvigorate, or reposition their brands. Integral member of business development team.

- Named and co-created iconic gaming brand Razer
- Co-led international brand strategy and creative for SES Astra acquisition of GE Americom
- Co-led Gerber Childrenswear to adopt multicultural rebranding
- Elevated Babson College executive education marketing materials

Education

Emerson College, Boston, MA
MFA, creative writing, with distinction
Duprey Awards: screenwriting, poetry

Western New England College, Springfield, MA
BA, English, cum laude
Max Y. Litman Prize co-winner

Honors, Awards, Affiliations

Outstanding Achievement Award, Dr. Martin Luther King, Jr. Committee, Arlington, MA (2023)
Dr. Martin Luther King, Jr. Committee, Arlington, MA, Board of Directors (2013-2020)
Hatch Award: American Ireland Fund, book/development
ReBrand 100 Merit Award: Uta Pippig's Take The Magic Step, brand ID/communications
Juror, ReBrand 100
New England Direct Marketing Association Award: Mercy Corps direct response
Selected for Oregon Shakespeare Festival Black Swan Development Lab