

Lee Phenner

Newburyport, Massachusetts
lee@leephenner.com | 339.368.1140
leephenner.com | linkedin.com/in/leephenner

Brand, Marketing and Communications Executive

Strategic, collaborative, and innovative brand, marketing and communications executive with national and international creative agency and nonprofit leadership experience.

- Strategic planning and integrated brand marketing communications
- Executive and cross-functional consultation and collaboration
- Team building and leadership
- Data-driven and creative digital and social media marketing
- Creative content development
- Business development & community engagement

Experience with digital platforms including Google Analytics, Generative AI, SEO, Monday.com, Trello, Muck Rack, WordPress, Wix, HootSuite, MuckRack, Cvent, FlowCode; SimilarWeb, MailChimp

Experience

Head of Marketing/Director of Communications

Action for Boston Community Development, Boston, MA

2015 - present

Reporting to the president and CEO, drive strategic and creative development and implementation of brand-centered integrated marketing and communications to all stakeholders including brand management, messaging, executive and employee communications, social and digital initiatives, media relations, program campaigns, fundraising and events.

- Successfully rebranded organization and built high-performing in-house team to deliver results-focused integrated marketing communications for programs, signature events, and fundraising.
- Introduced digital tools and data-driven results, systems and standards for efficient project, social media, event and PR management, campaign tracking and performance.
- Implemented SEO and Google Analytics improving inbound traffic and onsite behaviors year over year; integrated with social and digital channels for lead generation growth and conversions.
- Introduced use of event microsites, driving brand awareness and conversions. Example: social media and email campaign drove engagements resulting in sponsor team capacity for ABCD Hoop Dreams charity sporting event.
- Oversee social media campaigns that surpass KPIs including program participation. 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).
- Introduced digital resources to augment and accelerate workflow and results. Leverage data for continuous performance improvement.
- Reframed storytelling for social impact; emphasis on DEI/racial, health, wealth and climate equity.
- Led rapid response communications during COVID-19 pandemic.

leephenner.com | lee@leephenner.com | 339.368.1140

Associate Creative Director

THD, Lexington, MA

2013-2015

Delivered branding and integrated marketing experience to nonprofit development communications. Created and drove campaigns surpassing 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.

Principal

Lee Phenner Communications, Newburyport, MA

2009-2013; 2021

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

- Created and launched brand strategy, identity, website and of innovative cancer treatment organization, the Jaime Leandro Foundation for Therapeutic Cancer Vaccines.
- 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 (2014-2019).

Other relevant experience:

Vice President, Corporate Identity & Design

Hill Holliday, Boston, MA

Department leader contributing to branding and communications initiatives that drove market leadership for clients in the consumer, B2B, nonprofit, and education sectors. Examples:

- Helped Cognos to double annual revenue in five years, reaching goal and resulting in desired acquisition by IBM.
- Integral to successful reinvention of Tyco Healthcare as "the \$10 billion start-up" Covidien through development of internal and external communications including website, email campaigns, literature.
- Rebranding and major campaigns for Partners In Health, the Dimock Center, Adidas/ Rockport, John Hancock, Liberty Mutual, Partners Health Care (now Mass General Brigham), Boston University.

Director, Brand Strategy/Senior Writer

Fitch, Boston, MA

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.

- Co-led international brand strategy and creative for SES Astra acquisition of GE Americom.
- Co-led Gerber Childrenswear to adopt multicultural rebranding.
- Oversaw naming and launch of Fidelity Investments staffing business, Veritude.
- Elevated Babson College executive education marketing materials.
- Named and co-created iconic gaming brand Razer and its product line.

Lyricist/Book Writer/Playwright/Voice Talent

Work includes the following projects and productions:

A Pint of Understanding

Wrote book and lyrics for a musical about racism in America. Development has included the Oregon Shakespeare Festival Black Swan Lab for New Works and Dramatists Guild of America Plays in Progress consultation. Performances and readings at Emerson College (x2), Tufts University, National Center for Race Amity annual conference. Music by Joel LaRue Smith and Joseph Smith. More at pintmusical.com.

Synaptic Fires

Dramatic monologue directed by Claire Beckman, performed by Teri Brown

Brave New World Repertory Theatre

Over & Above: Women Over 50 Speak; Brave New World Repertory Theatre

Circle of the First

Concept and text for commissioned choral work. Robert Terrio, composer.

Premiered at Rider University, Rider University Choir

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, outstanding English major

Honors, Awards, Affiliations

GBH Business Council

Martin Luther King, Jr. Committee, Arlington, MA, Board of Directors

DEIB Working Group, ABCD

Hatch Award: American Ireland Fund, book/development

Communication Arts: Razer naming, brand ID and packaging

ReBrand 100 Award: Uta Pippig's Take The Magic Step, brand ID/communications

NEDMA: Mercy Corps direct response

Duprey Award – Emerson College: screenwriting; poetry

Oregon Shakespeare Festival Black Swan Development Lab writer

Dramatists Guild of America

Honor Roll

Maestra Music