

LEE PHENNER

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Summary

Award-winning branding and creative marketing leader with expertise in strategic direction, creative development and management of brand experiences and integrated marketing in sectors including technology, healthcare, financial services, consumer products, nonprofit, and education.

Built in-house agency and transformed employer brand, including digital presence and data-driven results. More than ten years' experience with global brand consultancy Fitch and national integrated marketing agency Hill Holliday. Skilled at driving superior creative and market/audience engagement.

Experience

Head of Marketing, ABCD, Boston, MA, 2015 - present

Reporting to the President/CEO, successfully rebranded organization; oversee integrated marketing communications to create a unified and impactful experience for all audiences. Built in-house agency; developed brand strategy and multichannel creative; video strategy and production; traditional and social media engagement and growth; PR/media relations.

Associate Creative Director, THD, Lexington, MA, 2013-2015

Brought branding and integrated marketing experience to nonprofit development communications. Clients included Alzheimer's Association, Habitat for Humanity, Multiple Sclerosis Society of Canada, Ms. Foundation for Women, Mercy Corps.

Principal, Lee Phenner Communications, Arlington, MA
2009-2013

Brand identity, content development and marketing management. Clients included Putnam Investments, NEPC, Ryka, Salt & Olive.

Vice President, Corporate Identity & Design, Hill Holliday
Boston, MA, 2002-2009

Contributed to branding and communications work that drove market leadership for clients in the consumer, B2B, nonprofit, and education sectors. Brands included Bank of America/Fleet, Partners Health Care, Covidien, IBM Cognos, Boston University, Adidas/Rockport, John Hancock, Liberty Mutual, Partners In Health.

Director, Brand Strategy/Senior Writer, Fitch, Boston, MA, 1998-2001
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. Clients included GE/SES Astra, Razer, Babson College, Gerber Childrenswear,

Education

Emerson College, Boston, MA
MFA, creative writing, 1998, with distinction
Duprey Awards for screenwriting and poetry

Western New England College, Springfield, MA
BA, English, 1985, *cum laude*

Honors, Awards, Memberships

ReBrand 100: Uta Pippig's Take The Magic Step, brand ID/literature
MITX: Dunkin' Run app
Hatch Awards: American Ireland Fund book; 52 Lunches
Communication Arts: Razer Boomslang, brand ID and packaging
NEDMA: Mercy Corps direct response
Oregon Shakespeare Festival's Black Swan Development Lab
Martin Luther King, Jr. Committee, Arlington, MA.
ABCD Racial Equity Committee