

LEE PHENNER

Senior Marketing & Communications Executive

Brand Strategy | CSR & Social Impact | AI-Driven Innovation

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EXECUTIVE SUMMARY

Global brand strategist and senior communications executive with 20+ years spanning top-tier agencies (Fitch/Landor, Hill Holliday) and mission-driven leadership. Expert in brand architecture, integrated marketing, executive communications, and high-impact events. Known for strengthening organizational reputation, deepening stakeholder engagement, and uniting CSR goals with community impact.

A forward-looking leader who operationalizes generative AI and emerging technologies across research, content, analytics, and workflow automation to elevate speed, quality, and reach.

CORE LEADERSHIP CAPABILITIES

- Brand Strategy & Identity Systems (Global + National)
- CSR, ESG & Community Engagement
- Executive Communications & Reputation Management
- Multi-Channel Campaigns (Digital, Social, Video, Experiential)
- High-Visibility Events & Sports Partnerships
- AI-Enhanced Content, Research & Analytics
- Philanthropic Partnerships & Donor/Sponsor Stewardship
- Team Leadership & Culture Building

PROFESSIONAL EXPERIENCE

Action for Boston Community Development (ABCD)

Head of Marketing / Director of Communications

Boston, MA • 2015–Present

Lead brand, marketing, communications, and storytelling for New England's largest anti-poverty agency, impacting 100,000+ residents annually.

Executive Leadership & Strategy

- Built unified brand and communications architecture aligned with community impact.
- Integrated generative AI tools to enhance research, writing, analytics, and workflows.
- Led long-term strategic communications planning supporting policy and organizational priorities.

CSR, Partnerships & Community Engagement

- Developed narratives aligned with corporate partners' CSR/ESG goals.
- Cultivated partnerships with Fortune 500 companies, foundations, and media.
- Translated complex anti-poverty work into compelling, accessible stories.

High-Visibility Events & Sports Benefit Collaborations

- Field of Dreams at Fenway Park (Boston Red Sox partnership)
- Hoop Dreams at TD Garden (with Celtics GM Brad Stevens & Bob Ryan)
- Community Heroes Celebration (featuring Lawrence O'Donnell, Joe Kennedy III, Audra McDonald)

Impact Highlights

- Reputation campaign increased views by 359% and Donate-page users by 400%.
- Recruitment campaign produced 35 hires in six months.
- Built modern communications function using digital and AI-enhanced tools.

SELECT AGENCY EXPERIENCE

Hill Holliday — Vice President, Corporate Identity & Design
Boston, MA • 2002–2010

Partnered with major brands (Dunkin', CVS, Adidas, Bank of America, Putnam, IBM/Cognos) on integrated campaigns.

Fitch (Acquired by Landor) — Director, Brand Strategy / Senior Writer
Boston, MA • 1998–2001

Led brand positioning, naming, messaging, identity development for global clients such as Razer, Fidelity, Gerber, Axcelis, GE, SES Astra.

BUSINESS DEVELOPMENT & PARTNERSHIPS

- Built partnerships across corporate, philanthropic, community, and media sectors.
- Developed pitch narratives and strategic decks connecting brand value to audience needs.

CREATIVE WORK (SELECTED)

- Creator/writer of *A Pint of Understanding* and *Mine*.
- Collaborator with award-winning directors, talent, top theaters and podcast studios.

EDUCATION

Emerson College — M.F.A., Creative Writing
Western New England University — B.A., English

TECHNOLOGY & AI

Generative AI platforms (ChatGPT, Claude, Gemini, Jasper), Monday.com, WordPress/Webflow/Squarespace, Google Analytics, Hootsuite, SEO tools, Adobe Creative Cloud.

BOARDS, SPEAKING & COMMUNITY LEADERSHIP

Speaker and advisor on storytelling, social impact, and AI in marketing.