

jennyfrazier

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EXPERTISE

Marketing/Advertising
Design Layout
Typography
Print & Web Production
Project Management
Web 2.0
Social Media Strategy
Branding

SOFTWARE PROFICIENCY

Adobe Creative Suite
Microsoft Office
QuarkXPress
Exact Target
Microsoft CRM

WEB DEVELOPMENT

HTML/CSS/PHP
Google Analytics
Hubspot
Smart Webs CMS
Wordpress CMS // Thesis Theme
Basecamp

EDUCATION & MEMBERSHIPS

Suffolk University

Bachelor of Arts in Communication,
Public Relations // Graduated 2002

Massachusetts College of Art

Typography coursework

Social Media Magic University

Certification Program
Certified in March 2010

Professional Convention Management Association (PCMA)

Member (New England Chapter)
Attended the Annual Conference in Dallas, January 2010 on the Social Media Education Track

International Association of Exhibitions & Events

Member
Attended IAEE Expo! Expo! in Atlanta, December 2009 on the Social Media Education Track

ASAE & The Center

Member

DESIGN & DIGITAL MEDIA SPECIALIST

Boston Convention Marketing Center » Boston, MA » October 2009 - Present

- » Responsible for the strategy, design, and implementation of all e-marketing, social media, directed sales marketing/collateral, and event coordination materials for the BCMC.
- » Serve as the primary creative resource and project manager for Advantage BOSTON's digital media presence including a complete website overhaul, company blog, and all social media outlets (Linkedin, Facebook, Twitter, Flickr, and Youtube).
- » Implemented the BCMC's first unified branding.
- » Created all 3-2-1 Connect and Springfield First marketing and advertising materials while ensuring continuity with the existing Advantage BOSTON brand.
- » Design, produce and edit the monthly "Advantage BOSTON Insider" e-newsletter for hotel partners.
- » Primary corporate contact and director for all professional photo shoots related to the development of Advantage BOSTON, 3-2-1 Connect and Springfield FIRST marketing programs as well as the photo libraries for the BCEC, Hynes, and MassMutual Center.
- » Responsible for contractor selection and relationship management for related digital media and print marketing projects.

MARKETING COORDINATOR

Boston Convention Marketing Center » Boston, MA » May 2006 - October 2009

- » Delegated and supervised the completion of all incoming marketing material requests within the support staff team.
- » Assisted in the development and implementation of all marketing initiatives including advertising, sales/tradeshows collateral, database development, direct mail campaigns, e-newsletters, public relations, and website.
- » Managed and provided original photography for the AdvantageBOSTON image library.
- » Monitored statistical information to insure that facility, demographic, transportation, hotel, and destination information is current and accurate on all marketing materials.
- » Worked with hotel and venue sales teams to maintain the Advantage BOSTON Hotel and Venue Finders.

SENIOR MARKETING COORDINATOR

ACS Unclaimed Property Clearinghouse » Boston, MA » August 2002 - May 2006

- » Created and designed brochures, PowerPoint presentations, takeaways and promotional gift items for over 50 industry conferences, seminars and meetings; was main contact and coordinator from registration to end of event.
- » Worked with senior managers to plan and execute seminars, conferences, dinners, workshops, site visits, and other special events for government and corporate clients.
- » Directed and mentored a five-member team structured to plan and coordinate all ACS employee functions including holiday parties, summer outings, and monthly 'employee appreciation' events.
- » Developed and maintained successful relationships with on site coordinators and other area vendors including florists, caterers, DJs, printers, and designers.
- » Partnered with over a dozen vendors and contractors to coordinate, plan and host the ACS Unclaimed Property User Conference, an annual four day meeting designed to educate state treasurers and unclaimed property administrators on new industry standards and procedures.

FREELANCE WORK

- » Creator and organizer of *Boston Blogtoberfest*, an annual meet up of Boston-area bloggers.
- » Created all promotional materials for and organized *Dinkstock*, an all-day fundraising event featuring performances by ten bands, a silent auction and raffle.
- » Selected by The Gap to serve as a "Brand Enthusiast".
- » Work closely with the Massachusetts Chiefs of Police Association to create assorted materials supporting their fundraising efforts in the Boston Marathon Jimmy Fund Walk, Mass Chiefs Golf Tournament, and Pan Mass Challenge.
- » Design business identity packages, invitations, websites, training materials, greeting cards for corporate, private and non-profit clients including Partners Healthcare, DesignPublic.com, Undrgrnd.com, Fat Cat Restaurant, Half Son of Audio Mastering & Production.
- » Photographed special events, intimate weddings, children's portraits, bands and commissioned for catalog, product and website photography for several companies including Work N Gear and Rentals Unlimited.

