

SUMMARY

I am a communications and marketing professional with extensive in-house and agency experience in a variety of industries, including B2B technology and nonprofits. My areas of expertise include campaign planning, client relations, and business development.

RELEVANT WORK EXPERIENCE

American Library Association, Chicago, IL

Membership and Marketing Specialist (2024 - 2025)

- Collaborate with multi-disciplinary professionals across divisions to create new marketing solutions, leading to a 2% decrease in lapsed members
- Actively participate in cross-departmental problem solving sessions on marketing, membership, and marketing technology
- Develop relationships with members by attending board meetings and overseeing three member committees

Rose Kennedy Greenway Conservancy, Boston, MA

Marketing and External Affairs Manager (2023 - 2024)

- Assessed marketing maturity and growth opportunities across the organization, leading to increased attendance at events and 2000+ new social media followers
- Oversaw the Marketing Department's \$50,000 annual budget to drive the development of campaign planning
- Managed two junior staff members and one intern on the Marketing team, as well as an external PR agency

PG Calc, Cambridge, MA

Marketing Assistant (2021-2022), Marketing Services Advisor (2022-2023)

- Developed relationships with 50+ clients with budgets ranging from \$5-30,000
- Delivered marketing solutions across the company's full offering set and upsold offerings as appropriate
- Supported new business development, increasing inbound leads for Marketing Services by 50%

Gavin Damore

Marketing and Communications Professional

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[Website](#)

EDUCATION

M.S. in Public Relations

Boston University, 2017

B.A. in English

Stonehill College, 2015

ADDITIONAL WORK EXPERIENCE

Trakref

Content Writer, 2022

Goodman Theatre

Marketing Associate, 2019-2021

Playmakers Laboratory

Communications Coordinator,
2018-2019

Team LEWIS

PR Intern, Summer/Fall 2017

Freelance Marketing Consultant

2015-2017

SKILLS

Campaign strategy, digital and emerging marketing, martech