

LYNETTE MARTYN

Arlington, MA ▪ 917.449.4404 ▪ lynettemartyn@gmail.com ▪ www.lynettemartyn.com

Results driven leader with over 15 years of experience in marketing, communications, project management, and strategic program development across academic, corporate, and non-profit sectors. Proven expertise in building and executing marketing strategies, fostering community engagement, and leading initiatives that drive organizational growth. Known for cross-functional team leadership, data-driven decision-making, relationship building, and the ability to develop and implement initiatives that exceed organizational goals.

CORE COMPETENCIES

- Strategic Marketing & Communications
- Project, Program, & Event Management
- Diversity, Equity, & Inclusion (DEI) Leadership and Cross Cultural Communication
- Community Engagement & Stakeholder Management
- Brand Messaging & Content Strategy
- Cross-Departmental & External Collaborations
- Data-Driven Decision Making & Performance Metrics
- Budget Management & Resource Allocation

EXPERIENCE AND ACHIEVEMENTS

Community Organizer and Consultant - Self employed

2012-2024

- Organized and led community engagement initiatives, including town-wide rallies, vigils, and educational events.
- Facilitated listening sessions, focus groups, and surveys, utilizing insights to refine programs.
- Developed and implemented comprehensive communication plans for community initiatives, enhancing visibility and engagement through integrated marketing channels.
- Managed multiple projects and campaigns, overseeing content creation, digital marketing, and public relations efforts to support community empowerment and advocacy.
- Drafted and distributed press releases and community emails.
- Cultivated relationships with media contacts, journalists, government officials, and influencers.
- Developed and nurtured strategic partnerships with local organizations, fostering community engagement and amplifying the reach of key initiatives.
- Served as mentor and liaison for Black Student Union, advising on career/community initiatives.
- Contributed to the founding and marketing of a successful refugee resettlement program.
- Spearheaded local political campaign to recruit, support, fundraise, and elect to Town government, candidates committed to a diversity, equity, inclusion (DEI) platform. Representation of BIPOC residents doubled from <5% to >10% to more accurately reflect our Town's demographics.

Director of Marketing - Harvard School of Public Health (ECPE)

2007-2010

- Developed and managed brand messaging, strategy, and business development for The Center for Executive and Continuing Professional Education.
- Acted as a key advisor to senior leadership, providing insights and recommendations on program performance and strategic direction.
- Built and maintained strong relationships with faculty, clients, and students, serving as a principal liaison to ensure alignment with stakeholder needs.
- Managed a diverse portfolio of executive education programs, overseeing both logistical and strategic aspects in collaboration with the Director of Programming to ensure successful delivery.
- Designed and implemented integrated marketing campaigns, penetrated markets, and captured new audiences (including digital advertising, press releases, email marketing, print media, search engine marketing, e-newsletters, social media, client presentations, and direct mail).
- Conducted focus groups and surveys to determine product needs and marketing strategy.
- Created metrics to measure success and return on investment of the Center for every campaign.
- Led weekly production meetings for the entire interdepartmental staff.
- Developed and implemented operational best practices that enhanced program quality, efficiency, and participant engagement.

Additional achievements at Harvard's ECPE:

- Created Harvard inter-school collaboration. Launched an eight school consortium of executive education, marketing directors, who met monthly to leverage knowledge and create cost-savings.
- Increased customer loyalty/retention by 20%, increased early registrations by 25%.
- Developed procedures with the technology team to increase relevance, effectiveness, and efficiency of the customer relationship management (CRM) internal database; cut costs, and increased database size by 20% through contact acquisition strategies, including the creation of an online resource library.

Executive Director - MTI, Stratford Foundation

2006 - 2007

Achievements during contract year at the Multisensory Training Institute (MTI):

- Led cross-functional teams to execute complex open enrollment and custom programs.
- Directed a portfolio of educational programs, overseeing program design, delivery, and evaluation.
- Managed complex custom engagements, working closely with clients and faculty to align program content with organizational goals.
- Led program teams through full lifecycle management, from initial planning through execution and post-program analysis.
- Implemented performance metrics (KPIs) and continuous improvement plans, resulting in enhanced program outcomes and stakeholder satisfaction.
- Increased yearly workshop sales by 67% over the previous fiscal year.
- Produced and directed new workshops and MTI's first conference.
- Represented MTI at six trade shows, invited to present at multiple national educational conferences.
- Prepared regular reports and updates for senior leadership and board members.

Founder & Consultant - Japanese Business Consultants

2004 - 2007

- Participated as a speaker, presenter and trainer at seminars nationally.
- Successfully launched a start-up serving Japanese corporations, professionals and dignitaries.
- Conducted executive training in business English and cross cultural negotiations and communications.

Assistant Vice President - Lehman Brothers

2001 - 2005

- Managed business development marketing efforts, collaborating with senior leadership to build relationships and secure commitments from international clients.
- Led multi-faceted campaigns targeting high-net-worth individuals, contributing to significant revenue growth and increased client engagement.

EDUCATION

M.B.A. - Boston University, Questrom School of Management

1999

- Certificate in Entrepreneurship
- Kobe, Japan term-abroad (scholarship recipient)
- Graduated with honors

1995

B.A. - Dickinson College

- East Asian studies major
- Co-director of the Big Brother/Sister program

ADDITIONAL BACKGROUND

- Proficient in Japanese with extensive experience in international business practices, including launching successful marketing strategies across Asian markets.
- Certified Teaching English as a Foreign Language (TEFL) instructor with a strong background in educational program development and multicultural communication.
- Participated in conferences/coursework on anti-racism, white privilege, implicit bias, restorative justice, parenting and race, the VISIONS model, community organizing, and upstander/ally work.
- Broad international exposure, traveled extensively across five continents and over 40 countries; lived and worked abroad for over four years.
- Formerly licensed, NYC tour guide and tour guide business owner for international travelers.