



Marketing & Member Relations Highlights

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Highlights

- Executed and launched Fall Festival event with new event branding and promotional push. Also brought in an event sponsor which helped contribute towards revenue. Advertised through PR, display + Fb Ads, social, web, print, radio and local signage. Event resulted in 3X net revenue from 2016.
- Marketing Survey with 550 responses influenced new email consolidation, cadence and template. We will be testing and launching in Dec. and benchmarking performance.
- New online help center in Member Services—kicked off Zendesk an online help center which will improve efficiencies and workflows for the team plus provide a more robust customer service experience for members. Scheduled to go live in Dec.

