

# elana rochelle stern

building brands, increasing impact

## SUMMARY

Born on a farm and raised in the city, I offer a unique dual approach that combines a rooted holistic perspective with an entrepreneurial, go-getter drive. A proud marketing communications generalist with branding, strategic planning, and digital strategy expertise, I yield a track record of success enabling organizations to achieve their objectives and advance their missions. With proven ability to analyze data, leverage constituent insight, and gain stakeholder buy-in, I deliver strategic vision supported by tactical know-how, realizing creative solutions that exceed goals, connect with audiences, and maximize impact.

Skills and talents include but are not limited to:

- Brand strategy and execution
- Positioning and messaging
- Strategic and annual planning
- Integrated tactical campaigns
- Digital and web strategy
- Creative production and project management
- Client and account direction
- Qualitative and quantitative research
- Board and departmental leadership
- Internal consensus building

## ACHIEVEMENTS

- Guided clients across sectors through **COVID-19** keeping projects 100% on track while anticipating shifting customer needs, leveraging new opportunities, and adjusting communications strategies that lean into the brand with crisis sensitivity
- Reimagined **Please Touch Museum's** marcom strategy as the organization righted itself after bankruptcy; producing a 10% growth in visitors, exceeding both attendance (103%) and revenue (112%) goals
- Raised the profile and public perception of **JCC Manhattan** through a rebranding initiative that clarified the organization's identity, expanded its outreach to diverse audiences, and positioned it to launch a successful capital campaign
- Developed branding for **RESTART by Wilcox Kamens** producing growth that led a major national retailer to acquire the company's line of art products
- Took brand agency **Paragraph, Inc.** out of the red and into seven-figure profitability by expanding client base and producing a sixfold increase in project billing
- Implemented new web and digital marketing strategy for the **Philadelphia Zoo** that boosted online revenue by 400%
- Served as the public face of **p0pform**, a young digital agency, enabling it to land [tk] clients in its first two years, including Fortune 500 companies and well-known brands in the consumer products, retail, nonprofit, and government sectors
- Executed communications strategies for **Carnegie Corporation of New York** that advanced mission-driven objectives, promoted grantee impact, and raised visibility of the foundation under new leadership

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## EXPERIENCE

### **Mission Minded**

Senior Brand & Digital Strategist

*A mission-focused brand agency*

*2018–2023*

As an independent consultant, I led brand strategy and strategic planning, together with production management for integrated design and marketing tactics, for mission-driven clients across verticals.

### **Please Touch Museum**

Senior Director, Marketing & Communications

*Among the nation's first children's museums*

*Philadelphia; 2015–18*

As part of the new executive leadership team, I was charged with helping to reinvigorate the institution and reposition the destination in the marketplace. The work called on every tool in the marcom toolkit to turn around the museum's positioning, attendance, and revenue from bankruptcy to sustainability.

### **JCC Manhattan**

Managing Director, Marketing

*A leading community and cultural center*

*NYC; 2013–15*

Taking on a challenging new position, I was hired to develop and implement marketing communications strategies to advance the organization's mission, promote institutional identity, engage new audiences, and maximize earned and contributed revenue.

### **RESTART by Wilcox Kamens**

Managing Director

*A retail art enterprise*

*Philadelphia, NYC, and LA; 2010–13*

After successfully branding the business, I became so integral to the partners that I was asked to lead marketing strategy, handle client accounts, and oversee production, ultimately resulting in the acquisition of the art product line by a major national retailer.

### **Paragraph, Inc.**

Strategy & Digital Director

*A branding and design agency*

*Philadelphia; 2004–10*

Recruited to elevate, professionalize, and develop agency offerings in the digital arena, I helped steer the company out of the red and into seven-figure profitability. After growing projects and client base, my role advanced to lead strategy across accounts.

### **Philadelphia Zoo**

Communications Manager

*America's first zoo*

*Philadelphia; 2002–04*

Hired to boost marketing, I shepherded the organization into the 21st century. Collaborating across departments and constituents, I led a major initiative that delivered educational and conservation messaging while bringing membership, sales, registration, and donations online.

### **pOpform**

Account Director

*An interactive agency*

*NYC; 2001–02*

Entrepreneurial, smart, and creative, this start-up agency hired me to be the face of the company. While web technology was booming, I led new business and managed accounts for Fortune 500 companies.

### **Carnegie Corporation of New York**

Public Affairs Associate

*The philanthropic foundation*

*NYC; 1997–2001*

Starting in grants administration, I progressed to public affairs where I led communications projects across media while advancing the foundation's international mission.

### **Associated Press**

Assistant Photo Editor

*The global news network*

*NYC; 1996–97*

After a West Coast stint in production management, I landed a role in the AP's photos department where I developed invaluable skills in media, journalism, technology, and client management.

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## **DISTINCTIONS**

### Professional:

- **ADDY Awards**, *national and regional*
- **AIGA Design Archive**, *national*
- **Brilliance Awards**, *national*
- **Web Award**, *national*
- **Who's Who in Executives and Professionals**

### Academic:

- **Golden Key National Honors Society**
- **Phi Beta Kappa**
- **Summa Cum Laude**

## **EDUCATION**

### **University of Pennsylvania**

Executive Business studies

GPA 4.0

### **The New School**

Graduate program in Media Management

GPA 4.0

### **University of Rochester**

B.A. in Art History and Religion, minor in Photography

GPA 3.94

### **Richmond College**

Undergraduate studies in London, England

### **Germantown Friends School**

Quaker-based high school in Philadelphia

## **REFERENCES**

*available upon request*