

Facilitator: Jennifer Paynter

Residence: North Granville, PE

Occupation: Chief Marketing Officer, VMG

Areas of Expertise: Marketing and Content Creation, Campaign Management and Budgeting, Event Marketing, Digital and Social Media Marketing, Influencer Marketing, Media and Communications

About Jennifer: Jennifer is a highly experienced marketing professional with a Bachelor's degree in Business (majoring in Marketing) from Saint Mary's University. She has worked in the tourism industry for 14 years, specializing in marketing and events. As the lead of the marketing team at VMG, Jennifer utilizes her strategic mindset and expertise in the latest marketing trends to create cutting-edge strategies for clients, boost brand awareness and drive innovative solutions.



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