MEET THE MARKETING TEAM

POCONO MOUNTAINS℠
VISITORS BUREAU

Brian Bossuyt bbossuyt@poconos.org

Executive Vice President/CMO

Brian Bossuyt offers marketing insights and assistance interpreting data to help with your marketing initiatives, including one-on-one conversations about marketing goals and how the PMVB can assist with some of those goals. Brian also assists members to understand web analytics, PPC campaigns, social ad campaigns and overall trends in marketing.

Molly Moore mmoore@poconos.org

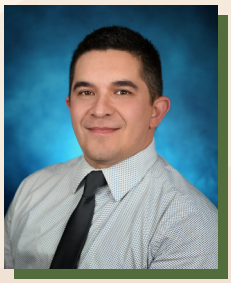
Director of Marketing

Molly Moore manages the co-op marketing program, from scheduling discovery calls to determine members goals to building proposals for campaigns with the PMVB. Programs include broadcast television buys as well as streaming and digital advertising. Molly also coordinates marketing plans for the campground, golf and ski committees.

Kaitlyn Johnson kjohnson@poconos.org

Marketing Coordinator

Kaitlyn Johnson assists the Director of Marketing and assists with marketing co-ops, radio spots, Threshold 360, News 12 mobile ads, and member benefit requests. She also serves as a liaison between internal teams and external partners to ensure the smooth execution of marketing initiatives.



Kevin Furst kfurst@poconos.org

Social Media Manager

Kevin Furst manages the content calendar, curates social media content highlighting member businesses, oversees the Digital Asset Management system, and leads the Pocono Experience Trails, including the Beverage and History & Art Trails. Kevin also provides training on social media best practices. To schedule a call, contact him at kfurst@poconos.org.

POCONO MOUNTAINS℠

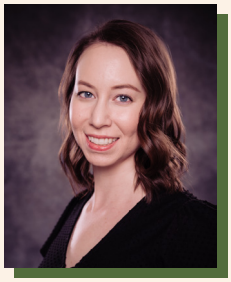
Emily Whalen ewhalen@poconos.org

Senior Writer and Communications Manager

Emily Whalen produces and proofs written articles, radio ads, scripts, educational content for the Poconos Ambassador Program, and copy for the website, including weekly blog posts. Be sure to check in every Thursday to see what's new on PoconoMountains.com/Blog! Emily also manages e-newsletter content for both member and consumer email communications. If you are not yet receiving PMVB e-newsletters and would like to receive them, feel free to reach out to ewhalen@poconos.org.

MEET THE MARKETING TEAM

POCONO MOUNTAINS℠
VISITORS BUREAU



Kathleen Reilly kreilly@poconos.org

Graphic Design Manager

Kathleen Reilly leads a talented design team dedicated to assisting you with a wide range of graphic needs. From impactful logos and eye-catching flyers to effective rack cards and striking billboards, she ensures that every campaign is visually compelling and strategically thought out. Kathleen oversees the PMVB brand identity, schedules billboard artwork and manages design workflows to keep projects on track. She and her team are committed to producing high-quality ads that promote and elevate our members, helping you achieve your marketing goals and reach target audiences.

Amna Khan akhan@poconos.org

Graphic Artist

Amna Khan designs eye-catching materials tailored to each unique business in our membership catalog, helping them showcase their identity and highlight their role in our vibrant local community. Working closely with the marketing team and Graphic Design Manager, she creates custom flyers, brochures, digital ads, billboards, and more to support your marketing needs as a valuable member.

Katie Mckee katie@poconos.org

Executive Assistant & Special Projects Manager

Katie Mckee is born and raised in the Pocono Mountains, and has been a dedicated member of the PMVB for 25 years. As Executive Assistant and Special Projects Manager, she ensures that bureau members are professionally represented on PoconoMountains.com and plays a key role in supporting the organization's daily operations. Passionate about her hometown, she loves spending time outdoors and exploring all corners of the region—often with her favorite adventure buddy, her daughter, by her side.

Linda Wojnar-Krasnavage linda@poconos.org

Director of Web Content & Search Engine Marketing

Linda Wojnar-Krasnavage maintains the PMVB's PoconoMountains.com website and microsites. She is responsible for maintaining search engine optimization best practices and implementing campaigns, seasonal content with imagery, video, UGC, while cross promoting member listings, offers and related events. Linda also coordinates CRO (Conversion Rate Optimization) testing to ensure the best user experience for website visitors.