

Meet Our Marketing Team



Brian Bossuyt bbossuyt@poconos.org

Brian Bossuyt is the Executive Vice President and Chief Marketing Officer for the PMVB. He 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

Molly Moore is the Director of Marketing for the PMVB. She manages co-op marketing programs, from scheduling a discovery call to determine your goals to building a proposal for marketing campaigns with the PMVB. Programs include broadcast television buys as well as digital ad campaigns that are designed to get your ads in front of the right person, at the right time, in the right place. Molly also coordinates marketing plans for ski and golf committees.



Kate Croll kcroll@poconos.org

Kate Croll is the Marketing Manager for the PMVB. She manages our partnership with Threshold 360, a virtual tour provider, and creates promotional and short feature videos for our members. Kate works with production teams to coordinate and schedule video shoots to promote our area. She works with members on an individual basis to connect them to the marketing resources they need to promote their business.



Kevin Furst kfurst@poconos.org

Kevin Furst is the Social Media Manager for the PMVB. Kevin develops and manages the PMVB's content calendar and curates social media content for our member's posts on our social media channels. He is also responsible for planning social media visits to capture new photo and video content to update member listings and create new content for social media. Kevin can also assist in helping train and review social media best practices with your marketing team or social media manager. If you would like to schedule time for a social media visit or a social media training, please reach out.



Kaitlyn Johnson kjohnson@poconos.org

Kaitlyn Johnson is the Social Media Coordinator for the PMVB. Key responsibilities for Kaitlyn include the creation of the content calendar for PMVB's Facebook and Instagram pages. Kaitlyn also ventures out to member locations and events to film content that will be made into TikToks/Reels content. Kaitlyn works under the direction of the Social Media Manager, Kevin Furst, and assists with social media strategy, responding to social media comments and social trend implementation.



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Emily Whalen ewhalen@poconos.org

Emily Whalen is the Communications Manager for the PMVB. She writes and edits copy for the website, including weekly posts on [PoconoMountains.com/Blog](https://www.poconomountains.com/blog). Be sure to check in every Thursday at noon to see what's new on the blog! Emily also manages e-newsletter content for both member communications and consumer emails which go out about twice a month. If you are not yet receiving either the member or consumer e-newsletter and would like to receive them, be sure to reach out so we can get you added to the list(s). Emily also assists with managing uploads to the Pocono Tourism YouTube channel and proofing and producing other written articles for the PMVB.



Kathleen Reilly kreilly@poconos.org

Kathleen Reilly is the Graphic Designer for the PMVB. She designs digital marketing campaigns that represent your business, and she works with you to establish the right look and feel. She can also get your promotions up on billboards throughout the region, so your message reaches an even broader audience. She creates print ads for various magazines that feature members as well. In addition, Kathleen offers logo design services, whether you're in need of a brand-new logo or are looking to redesign an existing logo. Kathleen and her team can also assist with rack cards, flyers and any other graphic need that your business might require.



Katie McKee katie@poconos.org

Katie McKee is the CRM & Membership Development Manager for the PMVB. She is here to help you build your presence on PoconoMountains.com and ensure that our marketing team is aware of what your property has to offer. She handles the PMVB Extranet which is our member content management system. It allows you to be able to track and manage your listing on our website, upload special offers and events, add job postings to our job openings page and interact with PMVB members and staff. If you would like one-on-one Extranet training or have questions regarding your listing, offers, event, job postings and more that relate to [PoconoMountains.com](https://www.PoconoMountains.com), please reach out.



Linda Wojnar-Krasnavage linda@poconos.org

Linda Wojnar-Krasnavage is the Director of Web Content & Search Engine Marketing for the PMVB. Linda maintains the PMVB's [PoconoMountains.com](https://www.PoconoMountains.com) website and microsites. She is responsible for maintaining search engine optimization best practices and implementing campaigns, seasonal content with imagery, video, and 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.

