

Building on Solid Expertise



# KAREN J. WENSCHHOF

## MARKETING MANAGER

Karen Wenschhof has over 13 years experience marketing professional services to Federal, state and local clients. In her current position as Marketing Manager , Karen utilizes her strong background in communications to assist the firm in seeking and securing multi-faceted projects. Along with her routine responsibilities reporting to the Director of Marketing , Karen manages a staff of marketing and technical administrative professionals. Karen works with all members of Medina's marketing team to provide intelligent contributions and innovative ideas to further promote Medina's place as a premier provider of engineering and surveying services throughout the Northeast and Mid-Atlantic states. In addition, she works alongside the Director of Federal Programs to develop and evolve Medina's Federal, water/wastewater and Baltimore office marketing strategies. Karen handles business development and coordinates with existing clients regularly. General duties include daily management of staff and schedule for proposals and projects, proposal management including all Federal efforts, coordination of marketing events and conferences, development of collateral, business development, and research. She is well versed in public speaking as well as provides guidance and directions for presentations company-wide. Most recently she produced a multi-media presentation for our directors related to each of Medina's market sectors and geographic locations.

Prior to Medina at her previous employer, Karen developed and implemented a Federal marketing program and played an integral role in its success, she worked hand-in-hand with upper management and sales to develop several successful direct mail campaigns and lead generation programs, organized and participated in a multitude of events,. Karen also developed corporate marketing strategies, prepared proposals for new work as well as designed advertisements and marketing collateral. Additionally, Karen worked as a paralegal at a prominent law firm providing research and case studies directly for trial preparation.

Karen continues to build upon these responsibilities to further promote Medina's name in the A/E/C industry. She graduated Summa Cum Laude from William Paterson University with a Bachelor of Arts in Communications. She is member of the Foundation Board for Warren County Community College, Chairperson of the Marketing and Communications Committee for NJAFM (New Jersey Associate of Floodplain Managers) as well as a member of SAME (Society of Military Engineers) and ASFPM (Association of State Floodplain Managers).

# BIOGRAPHY

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